the Handloom Journal

SEPTEMBER OCTOBER 1955

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The Andhra Handloom Weavers' Co-operative Society Ltd.

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The
Handloom Journal

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The Handloom Journal

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THANJAVUR

Change for the Better

"You know how, even in the last two or three years the handloom weavers had done better than before. They were in a bad way two or three years ago, and I used to receive many deputations from them. But I am glad their lot has improved and I hope it will go on improving," observed the Prime Minister during the course of his tour of some of the Tamil districts where handloom weaving is one of the principal occupations of the people.

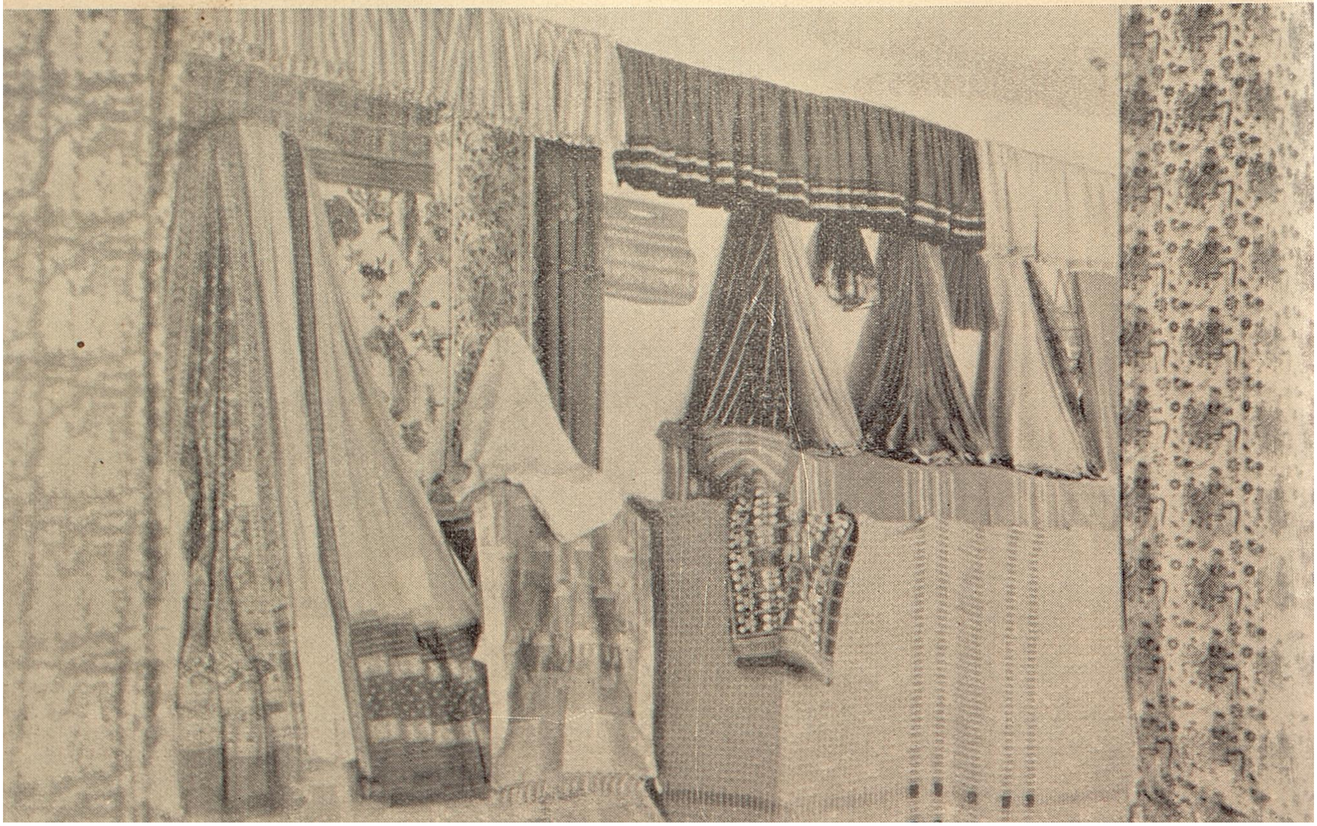
If we look back, the handloom industry was on the verge of total collapse three years ago. There was acute yarn shortage and widespread unemployment among weavers. Hunger marches by weavers and agitation for relief were very common occurances. The States had to open gruel centres to afford interim relief for the unemployed weavers who were migrating from their native soil in search of employment. The State Governments were faced with a problem which they could not themselves solve. The Government of India stepped in with bold measures of relief. The All India Handloom Board was re-constituted, the Cess Fund was created and a good deal of financial assistance was rendered through the State machinery for implementing the different schemes of development of the industry and rehabilitation of the

were looking to Indian handloom fabrics because of the long tradition behind them. They preferred the oriental patterns and designs. She deprecated any effort on the part of the handloom producers to imitate western pattern or western design. When it was put to her that some of the American manufacturers showed preference to western patterns, she said that her remarks reflected the view of the majority of Americans.

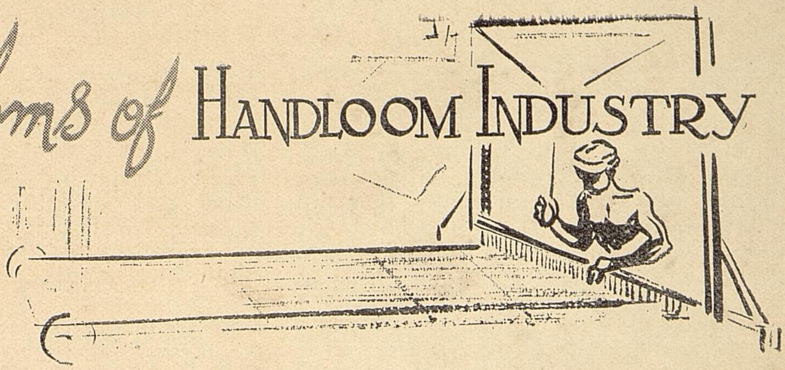
We hope that this would be borne in mind by producers and exporters.

JAI HIND

Some of the Samples displayed at the Stall of the All-India Handloom Board in the exhibition at Salem held in August, 1955



Problems of Handloom Industry



T. T. KRISHNAMACHARI, *Minister for Commerce & Industries*

THE task of setting the handloom industry in order and giving it a place in our economy has been engaging the attention of the Government during the last three years. I am always happy to meet those friends who are collaborators with us in this great task. The problem of the Handloom industry we generally know; its precise significance to the national economy is perhaps not well appreciated. We speak in terms of 28 lakhs of looms but if you take away roughly about 6 lakhs of looms out of them—those of Assam, Tripura and Manipur which are really household looms—we have 22 lakhs looms according to some statistics evolved some years back. The Kanungo Committee's report has mentioned 12 lakhs looms as being active. There is undoubtedly a large amount of exaggeration in the figures, but assuming that we draw a line in between the Kanungo Committee's estimates and our figures and say we have 16 or 17 lakhs of looms, it means in terms of human beings, roughly about 12 times that figure, the total number of people affected.

IMPORTANT PROBLEM

So, it stands to reason that we ought to give this industry a place second to that of agriculture, as being something which affects the lives of a vast body of people, may be 20 or 15 in terms of millions, something very big. So, I do not think we need at all argue about the size of the problem. The problem is very big and anything that we do to ameliorate the conditions of the people engaged in this industry would lead to a general improvement in the economy of the country. So, Government do not need to be convinced about the importance of the problem. We have in one sense, during the last three years, been experimenting. We have no cut and dry answer to this problem.

You will probably discuss the Kanungo Committee's report. I am sure my colleague, Shri Kanungo, would agree with me, when I say, "If you want, leave the Committee's report out." A solution has to be found by a process of trial and error; what is needed in achieving that solution or in getting near that solution is a certain amount of goodwill, certain amount of understanding and a determination to see that we are going to make the lot of the handloom weavers better.

MAN BEHIND THE LOOM

I have said very often—not merely here, but elsewhere—that to me what is most important is not the handloom. I do not mind if the handloom disappears provided the people who are sustained by the handlooms are maintained in reasonable comfort. I do not say the handloom should disappear. Please do not interpret what I say in the sense in which I do not intend it to mean. What I am emphasising is that the man behind the loom is an important factor so far as Government is concerned. If you say that some of the measures that we adopt would injure him, I am quite prepared to

* Speech delivered by Sri T. T. Krishnamachari at the meeting of the All India Handloom Board held on 1st August, 1955, at New Delhi.

take a step back and revise whatever action I have taken, whatever decision I have taken in the matter, but to me the most important thing again is the man behind the loom, the people who are dependent on the loom, the people who work with him. It is the human factor which is most important, not just the loom. Whether it is a throw shuttle loom, fly shuttle loom or semi-automatic loom or powerloom, all these are matters of detail with which I am not vitally concerned. What I am vitally concerned with is to see that the man who is behind the loom earns more, progressively more and more, so that his standard of living keeps pace with what we think is more or less the minimum standard of living for ourselves. I would like that every man in this industry earns one hundred rupees, more money, a little more later on. We would like to see the day when these people get near the optimum. That is what I would like to see. If we have any difference on this question, we should agree to differ.

FIGURES SPEAK

I am very happy to hear from the Chairman about the prgress we have made in regard to increasing the number of looms in the co-operative fold. Last year when I addressed you I got a figure of $7\frac{1}{2}$ lakhs. Having regard to the economy of the country, bringing in $7\frac{1}{2}$ lakhs looms under the co-operative fold, and, therefore, under some kind of general organisation, is indeed an achievement. In fact, it is not so much that we have increased the number of looms from 6,82,000 to 7,50,000 and then again to 8,75,000; it is the question of the Government having something to do with them in their day to day life which is more important. If I am told that we have merely increased the number of looms and left the handloom weaver high and dry, having brought him into the co-operative society, these figures mean nothing. These figures mean that we are part of their lives. The co-operative society must be an active society, doing something to help the handloom weaver. In relation to the total problem, assuming the total number of looms apart from Assam, Tripura and Manipur is about 17 lakhs,—it may be a good enough guess—we are having nearly half the number of looms in the co-operative fold. Some States are behind; some others have gone far. May be, in those States which have gone far, the co-operative societies are not effective. May be, in States which have not made great progress the Societies may be working very well.

USEFUL MEETING

I had a meeting with officials of Part A and B States barring Mysore and Travancore-Cochin. To me it was an extremely important meeting. We just spoke on level terms; some State officials criticised our action; they told us about their difficulties. It is a process of education which I greatly value. This meeting has been of great benefit to me and to my officers at the Centre. There is not one pattern which exists in all States; and no pattern is particularly wrong. What we have to do is to synthesise our own schemes to these patterns that now exist. It gave me an insight into the problem. I am very greatful to the officers who spoke to me frankly about it.

We are anxious to learn about the exact state of the handloom weaver in each State. We are all determined that we shall, in the next Five Year Plan period, put him in a position where he would not be an object of sympathy; he shall not be an object of charity. Nothing is worse than to make the handloom weaver feel that he is a subject of political controversies, a subject on which a politician could speak on a platform, magnify the differences between party and party. We would like to take this handloom weaver completely out of the political field, make him feel that Government have given him a definite place in the economy of the country and things will move forward without any political pressure behind schemes for his welfare. From that point of view, I greatly welcome the draft plan prepared by the Handloom Board.

IMPRESSIVE WORK

If you analyse that plan, you will find it is very ambitious, in the light of our total financial resources. I shall not enter into a dissertation on the merits or demerits of physical and fiscal planning. To me, that

has no meaning. What has some meaning is what we are going to do. What is the sum total of the plan and what is going to be done? From that point of view, I think the 19 items under which the Handloom Board have categorised the Plan for the next five years is very impressive. May be that we have to tone down the amount of money that could be made available. That is a matter for the Planning Commission to put the case of the handloom industry as against the other things for which they have to find the money. May be, they may find some kind of indirect help in other ways which will help them to tone down the money spent on particular things. Broadly from the expenditure that has been contemplated it is seen that more than 63% of the expenditure is under four heads. For working capital they have provided 20 crores; for rebate they have provided Rs. 15 crores; for thrift fund for weavers Rs. 10 crores and for housing colonies Rs. 18 crores. May be, that the provision under housing colony could be provided under the scheme of industrial housing. May be, the question of rebate may be found a place somewhere else. If actually we get some kind of benefit in the matter of prices as against mill production, the rebate may not be necessary. Working capital might perhaps be found partly through banks. I am going to refer to that later.

PLAN TARGET

So it is quite possible that though it looks now that 100 crores is something very big in the context of 4,300 or 5,600 crores, in real fact it is not quite so big. Some of the items can be put under different heads; some of the items can be toned down because the benefits intended by these, the expenditure under these items, can be given in a different way. The question of working capital perhaps need not be a very serious propostion if other means are found. I do not want you to be unduly impressed by the size of the figure. For example, the provision for thrift may not be necessary or can be toned down. There are other items also. Let not the size of the plan frighten you. The effect of the plan is the main thing. That target we ought to achieve.

The Chairman pinpointed certain improvements that have been made. He said we have 30 mobile vans, 86 dyehouses etc. This is something very good, and we can go ahead on these lines—more sales emporia, more pattern making factories, undoubtedly more dyehouses, not only dye houses but calendering plants, finishing plants, etc. The Chairman mentioned about industrial co-operatives. I cannot say to you that we have gone ahead even in that particular matter. Any way the experiment is worth watching, because it provides us a solution for a problem which looms almost insuperable at the moment.

WEAVERS & CO-OPERATION

In one sense it is perhaps not good to get all the weavers into the co-operative fold unless they want to come in because one sector of the handloom industry is a check on the other. If the master weaver will pay better wages to the weaver employed by him, to that extent it is a safeguard against co-operative societies being unduly chary of paying decent wages to the men who are working under the co-operative fold. If the weavers do not get a better deal from the co-operative societies unlike the man exploited by the master weaver, maintenance of two sections in one industry acts as a check on the other and may be there is some benefit from it. At the same time, we cannot think that all the weavers are in a position to become self-employed workers. It is easy to get a person who belongs to the tradition, to the community, caste and so on and make him a member of a co-operative society. He brings the traditional instinct, the traditional talent and aptitude to the society than the person who has just become a weaver. After all, weaving is not difficult to learn. Most people in Malabar have learnt it. May be, their efficiency is not very good. May be, he cannot think of new designs or work as quickly or as deftly as the traditional craftsman. The only way we can solve the problem is by industrial co-operatives. That is one answer against the charge frequently levelled against us by economists and other people that you cannot make everybody a self-employed worker. There will be some workers who cannot be self-

employed and we are trying these industrial co-operatives not merely in the handloom field but in other fields also.

INDUSTRIAL CO-OPERATIVES

It is my ambition that we should adopt industrial co-operatives as a pattern for all small scale industries which are run by private enterprise to-day. I am not saying that private enterprise should be wiped out of the field. If we have industrial co-operatives, to that extent it will be a check on exploitation by private enterprise. It is not always possible to have trade union movement in these far flung industries where ten or fifteen workers are working under one entrepreneur. We shall continue to watch with great interest this movement of industrial co-operatives in handlooms. It is easy to organise and it may provide a pattern for other industries.

The other thing which the Chairman mentioned to which I attach a great deal of importance, is that we are now thinking in terms of bringing silk handloom weavers under the co-operative fold. We made an experiment in Kancheepuram and the experiment is gathering momentum. We may do this in Banaras and other places where the silk handloom industry is concentrated. The type of exploitation among the silk weavers is even more than in the cotton weaver and it would cost a little more capital. The third important matter to which the Chairman referred was the All India Handloom Fabrics Marketing Society. It has been started but remains still very much of an ideal. It has got to be pushed through though there are some difficulties. I do hope it will get under way during the current year.

TWO OTHER PROBLEMS

Apart from these problems which the Chairman has mentioned I would like to suggest to you to discuss—apart from the agenda—one or two other problems not included in the agenda. The Chairman pointed out the position of weavers outside the co-operative fold. Industrial co-operative is the answer but is not a complete answer. Oftentimes our State Governments, from the human point of view that the weaver outside the co-operative fold has not got work, come round and ask what are you going to do about it over and above the rebate? It is a very difficult problem to give redress to a section of the industry outside our control. We have to solve this problem somehow or other. Madras has suggested the formation of a joint stock company. They want some of the assistance that we give by way of technical assistance, by way of loans for marketing, things of that sort. I do not see why we should shut them out of our purview. If they become joint stock companies and want finance, may be the normal banking facilities can be made available. There must and always will be a difference between Government's aid to the co-operative society and the weaver outside it. A weaver in a co-operative society is a weaver in his own right and we class him as a self-employed worker. A weaver working under a master weaver or an entrepreneur has got to be treated slightly differently, because we have no control in regard to the wages paid, in regard to the benefits given to him, in regard to sharing of profits. If master weavers are going to have profit sharing, to that extent we probably give some more facilities; but it all depends upon the master weavers, their organisation, the kind of help they are giving to the weaver employed under them, the wages they pay, etc. I would like members of the Handloom Board to think of this problem.

HOUSING COLONIES

Another point mentioned by the Chairman is very important. It is mentioned in the Five Year Plan, viz., housing colonies. The idea of housing colony for weavers is an idea more or less plagiarised. I copied it from Shri Somappa. That gave us an idea of how you can produce a corporate life and how it will grow ultimately. We do hope that in course of time there will be a house for everybody, may be, in 10 or 15 years. The handloom weaver's life is a corporate life. He needs dye houses, facilities for sizing, calendering; he wants assistance in designs, assistance for marketing and so on. Even in Shri Somappa's experiment, though there are only 240 houses in the colony, the area serves 1,000 handlooms or more; and I would like to go ahead with this scheme but the scheme has its limitations because Finance

is chary of giving grants. Provincial Governments are chary of guaranteeing repayment of the loans and the handolom weaver has no money. We want to get the handloom weaver into a house so that the idea will spread. I do not think it will solve the problem, may be a few lucky ones in a few lucky places may get houses. It may provide a pattern for the future. We attach a great deal of importance to this. I would like you to devote some attention to it. We can have houses for, say, 2,000 weavers.

QUESTION OF DESIGNS

The other thing is the question of designs. It is not as if our co-operative societies are bereft of ingenuity in the matter of designs. I had recently been to Salem, and visited the Ammapet Weavers' Co-operative Society. I found certain sarees there, which were so beautiful in design—I don't mean to say that there is no room for improving them—that I was tempted to buy the whole lot of them.

I never attach a great deal of importance to our export trade because export trade is just that quantum that helps us to ease the pressure of overproduction locally. We ought to increase it but we cannot depend upon it because export trade has its own vagaries. It depends upon the economic conditons of some other country over which we have no control. But it is something useful. The educative value of exports is greater than the quantum of financial benefit that you get from exports.

CREDIT FACILITIES

I would like to touch upon one other aspect, namely, credit facilities. We in the Centre have a pattern now for credit being provided. The pattern varies when it comes to the State level. In some cases, the weavers' co-operative societies have their own semi-banking organisations as they have in U.P. In other places it is dovetailed with the co-operative credit organisation as in Andhra and Madras and to some extent in Bombay. There is one factor which we have to recognise, and that is where I come to the most important part of my address, namely, the targets that we have for the future.

The Handloom Board in their plan have said that the target will be 3,000 million yards. We are now producing about 1,600 million yards. The only basis on which we can assess the production is on yarn deliveries. We have statistics of co-operative societies; we have no statistics about those outside the co-operative societies. So we work on the basis of yarn deliveries. My be, we have not precisely estimated it count-wise. You want to go up to 3,000 million yards. If you ask me, "Do you approve of this target," I would say, "It does not suit me." I am thinking in terms of a consumption of 8,000 million yards at the end of the plan period. I think it can be achieved provided every other detail of the Plan proceeds according to the plan.

DEMAND MAY GO UP

If there is increased purchasing power, increased economic activity, the expenditure on cloth would certainly increase and our demand may be in the region of 8,000 million yards. Assuming that we freeze the mill production at 4,000 million yards, we can have 4,000 million yards from the handloom industry and we are not doing only 1,600 million yards. This target of 3,000 million yards is a modest figure. It may be that we have to go beyond it. I would like to feel that the increased consumption of cloth in this country is generally produced at the level where we are pumping the largest amount of money. I would not be unhappy if all the 4,000 million yards is taken up by the handloom industry though the problem of organisation of the handloom weaver would be something terrific. The question of credit would be terrific. At the moment with 1,600 million yards and half of it coming from the co-operative fold we find that our resources are strained. The problem becomes bigger and difficulties are bigger. The question of credit facilities is connected intimately with the targets of producing and the organisation that you are going to provide. When you have discussed the target, I want you to have this in mind. I am quite happy to envisage the position where all the increased production would be from the

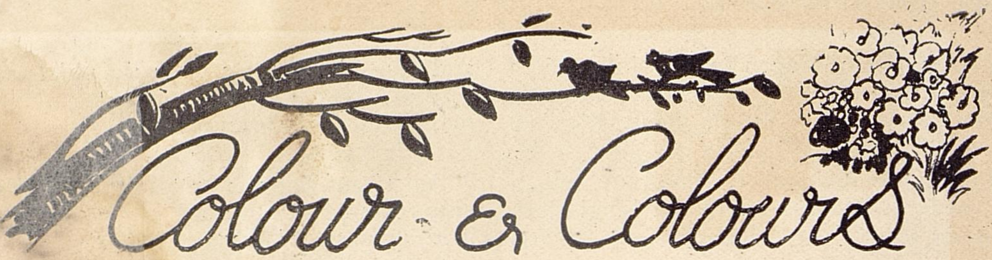
loom, and the master weaver right to the actual business, heads and Government. For example, we in America cannot use 8 or 16 yard piece lengths to advantage. We also do not like to use 36″ width pieces. If these are taken into account, then the handloom imports into America would be converted from specialised costume business to a large quantity business and would mean larger quantities being exported to the United States.

Also the style changes which occur frequently in our country (constant changes of design and colour which would be suitable for a particular season) should be taken full notice of with a view to effect changes in patterns and production methods.

Again, let me reiterate ideas that are now valued in the West in so far as textiles are concerned, and these consist in shifting the emphasis on to handloom fabrics from machine-made cloths. There it a potentially growing market in the United States for these fabrics as "Styled Items". Since Europe and other countries do not, any longer, compete as style leaders, India is on the edge of taking the front line in this position. Again to do this, she must meet the American and Western needs. This would mean changes in looms warps,

organisation of weaving centres as well as handloom weavers and agencies which should be set up for the examinaton and standardisation of the merchandise that is to be exported. Finishing plants for handloom fabrics should be developed and set up for each region of India and for each particular fabric. This change which may appear costly in the beginning will improve conditions for everyone concerned. These changes will increase employment, open new fields, unknown before to India in general and the textile Industry in particular.

What results these steps would ensure have been proved by the hold Japanese textiles have estblished over American markets since last war. Japanese textile industry has made great changes to compete with American business. And as a great result, Japanese are today shipping millions of dollars of textile fabrics to the United States. As an individual business house, we have tried for some years now to work this out between ourselves and our suppliers in India. We have been able to make some small changes which have given us an appreciable new business. This cannot be done for long by any individual firm. India must realise that if she wants to promote a large export trade with America, she should effect such organic changes as would gear up the handloom industry to produce that quality and that variety that are in demand in America. If a firm, after 15 years of strenuous and sincere striving, could come forward and say that the handloom industry is responsive to produce materials according to our specifications, it is quite possible for organisations and the Government to do the same thing widely and more effectively. America has the market and India has the knowledge and it should be easy for her to take advantage of this opportunity.



T. SRINIVASAN

Most people show definite reactions to colours. What colour makes you think of anger? What colour makes you think of rest? Of great happiness? In a group, not all will give the same answer to these questions, but each person will feel strongly about them. The angry colours, for instance, will probably have a certain resemblance. The restful colours, too, will be somewhat alike.

One's emotional reaction to colour is due partly, to the effect of different light rays on the nervous system and partly to subconscious association both personal and cultural. To most of us light yellow-green expresses spring time, youth, liveliness, because this is the colour of young leaves and grasses which announce each year, the renewal of life and growth and hope for happiness. Bright red may be to some a gay colour associated with the warmth of fire and with sunshine; to others it may, through a childhood experience, come to mean blood and therefore, tragedy. Dark, dull colour reminds us of gloomy skies, or dreary wintry days spent indoors, of storm clouds, of childhood fears of darkness. Such associations persist even after they have slipped from conscious memory. They remain to influence our choice in using colour.

NO EXACT RULES

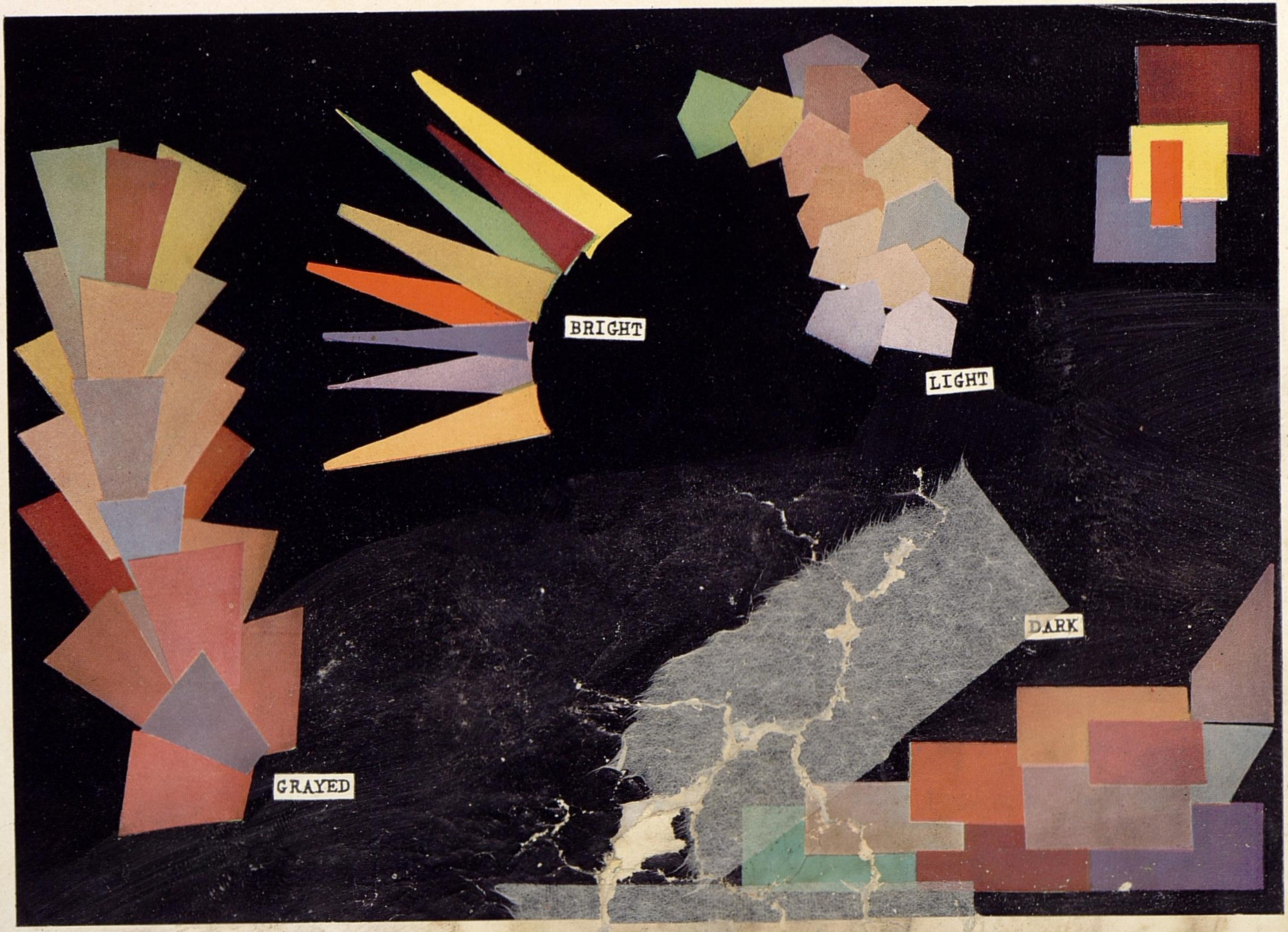
There can be no exact rules for making sensitive colour combinations. One can make a trial. Choose the colours which, for you, express the desired mood. Look for likeness and contrasts, as in any other phase of design. You will begin to notice how colours change in appearance and meaning as they are used in different combinations.

In discussing colour, a few terms need to be understood. Some of the colours are bright, vivid and *intense*. A very bright pure colour is spoken of as being at *full intensity*, meaning that it is as bright as that colour can be made. Pure yellow, for example, is the brightest possible yellow. Red, unmixed with other colours, is an intense red. There will of course be, innumerable gradations between a colour at full intensity and a neutral colour.

A yellow at full intensity is a yellow tone as bright as that colour can be made. By mixing small amounts of both red and blue it would reduce its intensity and produce a grayish yellow. We also speak of brown, tan, beige and so on. These are simply variations of a "grayed yellow", a yellow which is far from full intensity. Similarly, an intense blue is grayed by the addition of red and yellow, to a "Soft Blue" or a "Dull Blue" as we call it, until, as it departs farther from full intensity, it becomes a bluish gray.

AGAINST BLACK BACKGROUND

Get ready small pieces of paper in different colours. Take a large black paper. Choose your most intense colours and pin or paste them on it. You will see that some, like pure yellow, show up in contrast against the black. Other colours, such as purple or pure blue, seem close to the black background. This effect is not due, of course, to a difference in intensity, since all the colours are *Intense*. It is due to a difference in degree of *lightness and darkness*. This kind of difference is called *value*. If you will place some of the neutral or grayed colours on the black paper, you will see that some of them, too, are dark or *low* on an imaginary scale values, ranging from white to black. Others among the grayed colours are light, that is *high in value*. In everyday language, we describe these colours as pale or pastel or *tints*. When a pure colour is made darker by some admixture, the resulting dark values


BRIGHT
LIGHT
DARK
GRAYED

13 - 16 PAGES MISSING IN BOOK

are called *shades.* You may like to place some of your scraps of coloured paper on a white background to see which are nearest to white and which give greater contrast because they are dark.

In combining colours, a sensitivity to the difference between the two attributes of a colour—between *intensity and value*—is of great importance.

DIFFERENCE IN VALUES

In most colour combinations we need to show difference among the values of the various tones. A wide difference in values, with very light and very dark tones is positive, sharp, dramatic. We find it in wall posters, for example, or sports clothes. Colour combinations whose values are closer together are usually quieter, more subtle in effect. We often use the "Close Values" in house decorations and in conservative clothing.

Another property spoken of colour is *hue.* Hue refers to the actual colour quality, irrespective of the intensity or the value of the colour. It answers the question "What colour is it? We reply "it is red". The red may be a light red or a dark red and it may be intense or neutral; its redness only is what is meant by the hue red. Words such as blue, blue-green, violet, yellow, and red-orange are likewise descriptive of hue.

RELATED COLOURS

If you choose one of the hues, which you have made on the scraps of paper—a blue for example—it will be easy to find another hue which is only slightly different; one which perhaps contains a little yellow and is therefore a greenish blue. Since these two hues have a common element, the blue, they are closely related, just as cousins are related by having a common ancestor. As you add more and more yellow to the mixture you depart from the first colour, but as long as the presence of blue is felt in it the two colours are said to be *related.* So it is with any series of hues. As long as we feel that they have something in common, they are related. Examples are red, reddish-orange and orange; and blue, bluish-violet and violet.

Take a group of related colours and drop among them one colour which will stand out by being entirely unrelated to any of them. Take a bright, pure blue, for instance, and see which other colour looks brightest with it. Which colour is brightest with yellow at full intensity? With red? Such pairs of colours are *opposing* or *con[illegible]* colours, and they emphasize each other by their differences. It will be fou[illegible] that they do not contain any hue in common. You may find it interesting to arrange colour combinations from your scraps of paper or from bits of colour cut from old foreign magazines.

Choose the colours emotionally, that is, just according to what you like. If you study them you may find that you have chosen a group [illegible] related colours, or of contrasting ones, or a group showing both [illegible]ination[illegible] Now, ask yourself [illegible] [illegible]heme quietest. Which wou[illegible] [illegible]desi[illegible]ing a room? Which fo[illegible] a winter costume? [illegible] costume? What part do val[illegible] mining the effect of the colou[illegible] each colour grouping produ[illegible] emotional effect? Could you f[illegible] give each one a name, as Sringar[illegible] Dukkham (Sorrow) Bhakthi (Devotio[illegible] so on.

WARM AND COOL COLOURS

It is perhaps rarely that any of us thinks of a colour abstractly. If we say blue, we think of the sky, of [illegible], or of something else which for us has acquired an association with that colour. If we say 'Yellow' it is hardly pure yellowness that we imagine; rather it is the sunshine, the glow of fire-light, the marriages and yellow invitations. Orange and orange-red bring similar images of fire or flames. Perhaps because of these associations or for other reasons, not yet understood, blue and colours in which blue predominates seem *cool,* while orange and relateds yellows and reds seem *warm.*

Warm and cool colours make a strong contrast, when used together. Orange against blue, or greenish blue, yellow against blue-green give the greatest degrees of dissimilarity or contrast.

It is also established that *cool* colours have a tendency to recede, while *warm* ones seem to advance. If, then blue draws away from

us, and yellow moves towards us, it follows that green, which contains elements of both should keep a balance between the two directions and remain static. It is indeed true that green is [illegible] of as a restful colour, that it is [illegible] recommended for the walls of sleeping rooms or other places where a quiet atmosphere is called for. Bluish walls, in receding, make a small room seem larger. If the end of a wall of a long, narrow room is painted in a warmer tone than the other walls, it will seem to come toward us, giving the illusion of a shorter room.

If you look at a few of the coloured paper cuttings which you have made you will see that some of them have a static or [illegible] of a quiet [illegible]ty; these you will find to be closed [illegible] heavy and rather symmetrical [illegible] [illegible]y close to the ground. [illegible] extended pa[illegible]gles [illegible] outward and are defi[illegible] [illegible], are dynamic in character; [illegible]ivity and lightness.

[illegible]ORM AND COLOUR

[illegible] may cut coloured papers into shapes [illegible] seem appropriate to the mood that they [illegible] to you. The experiment in find[illegible] [illegible]rrespondence between form and colour may provide a valid cue as any to use and combining of colours. In working with them, one soon realises that no colour is ever seen in isolation but is always affected by its surroundings. There is no real meaning in saying that a given colour is either beautiful or ugly. Its so-called beauty or ugliness depends on the other colours that are used with it and on its place among the lines, forms and movements that compose the design. We can, however, search for colours which enhance, by similarity or contrast, the mood already existent in the forms and movements of a design.

It may be interesting to see how colours create movement through a design. If we look at a blank piece of paper of a perfectly unified colour, we may enjoy the hue for a time, but we find no guide for the movement of our eyes. We begin to wish for some variation of the surface.

Try covering a page with a series of horizontal stripes changing the hue of each stripe gradually by a slight additon of another colour at each step. You will find that the eye welcomes the opportunity to move easily across the page returning again and again to the starting point for the pleasure of the motion. It will be profitable to cover several such pages, sometimes moving slowly and subtly from one hue to the next, as from blue to several hues of greenish blue, to bluish green, to green; or beginning with a pure colour, as yellow, to move by abrupt steps through green to blue. Sometimes the gradual admixture of white, too, gives pleasure in creating a gradation value as well as hue.

RHYTHMIC FLOW

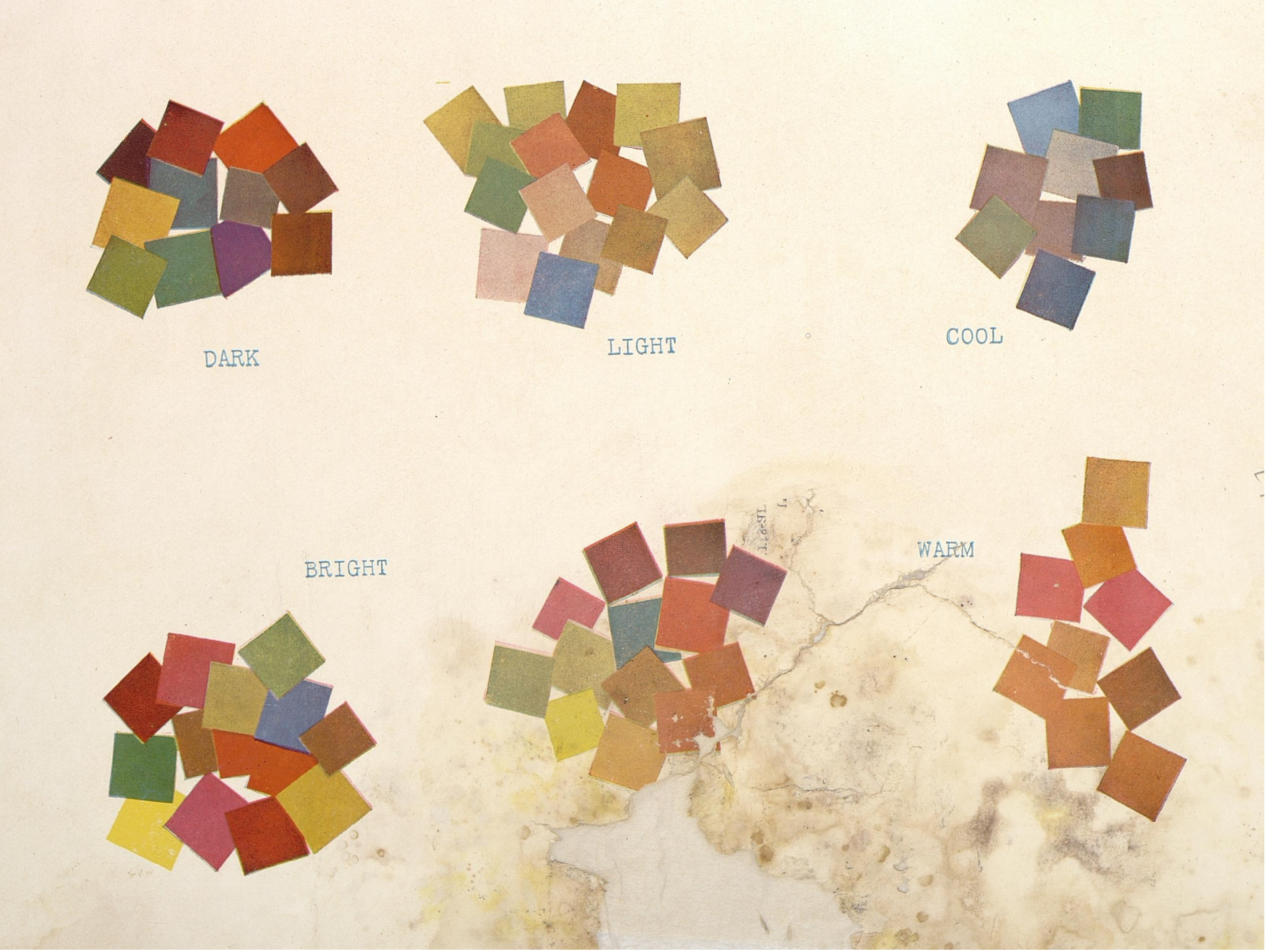
Without demanding too exact a gradation, you, can in the way just described, arrive at greater facility in judging colour mixtures and gain some knowledge of the use of pigments. The results are usually harmonious, since each step bears a neighbourly relation to the previous one. And you will, of course, experience movement by colour. You will see how the steps from yellow to blue is made easier by the transitional hues between the colours. Ordinarily, the eye does not like to jump; it prefers to glide from one tone to the next. *Transition* or gradual change, is one means of bringing this about. It is another example of rhythmic flow. Whether the flow is to be very smooth or somewhat abrupt depends, of course, on the purpose of your design.

You can enhance your colour effect further through imparting another kind of variation by means of pattern. Pattern is decorative treatment consisting of one or more units.

A row of similar dots creates a horizontal pattern, especially, if they are spaced closely enough to allow the eyes to move easily from one to the next.

As there is a movement in one direction caused by the colour transitions, there may be a movement in the reverse direction through variations in the strength of patterns.

If the pattern speaks of subtlety, let the choice of colour and type of line in the patterns say the same. A lovelier rhythm will show.


DARK
LIGHT
COOL
BRIGHT
WARM

Indian Influences

IN FABRICS & FASHIONS

In anything that is done in India, be it a rangoli design decorating the house-front on auspicious occasions, a piece of jewellery that a maiden bedecks herself with or a colourful saree that a bride wears on her wedding day, there is the influence of the country's art and culture, her religion and philosophy. While the article describes in bewitching prose the influence that India's culture has excercised on fabrics and fashions, the pictures published here are illustrative of the wondrous spell that Indian fabrics have cast on the mind and imagination of famous dress designers of America like Mr. Bayh who are using these materials to introduce a raging fashion-tide in that country.

In India there is a precious conceit that the Asoka tree can only blossom when its longings are fulfilled by the touch of the foot of a beautiful woman. Indian aesthetics expresses a similar attitude to fabrics, which are said to come to life and reveal meaning only when they mould the body of a living woman.

The roots of Indian decorative motifs lie buried, and the approach to colour that permeates all aesthetic expression is to be found in the vast dim unconscious of the Indian background with its imagery of the Vedic hymns and its storehouse of the Puranas with their world of Devas and Naga Kings. The motifs that emerge with such startling clarity in Indian fabrics adorn the great stone temples; they appear in the clay and wooden toys, the rangoli designs that decorate the threshold on auspicious occasions, the wall paintings to be found on village huts, the great clay gods and animals that guard the entrance to the smallest village in Tamil Nad.

GREAT CRAFT TRADITION

It is into this vast source, this vigorous stream, that the hereditary craftsman dipped, not with any conscious intention, but to do otherwise would have been to deny the sources of his daily life and inspiration. Bound in a guild system and protected by rigid caste laws, the craftsman carried on the tradition: father taught son, who in turn taught his son. This led to a preservation of integrity, for knowledge was not purchasable. Forms, colour and design varied with individual craftsmen, but these forms were determined within traditional limits.

The craftsman was both the conceiver of design and the producer. This integration of the creative impulse with livelihood, and the absence of the concept of designer intervening between the vision and the product, led to a great flowering of craft tradition in India.

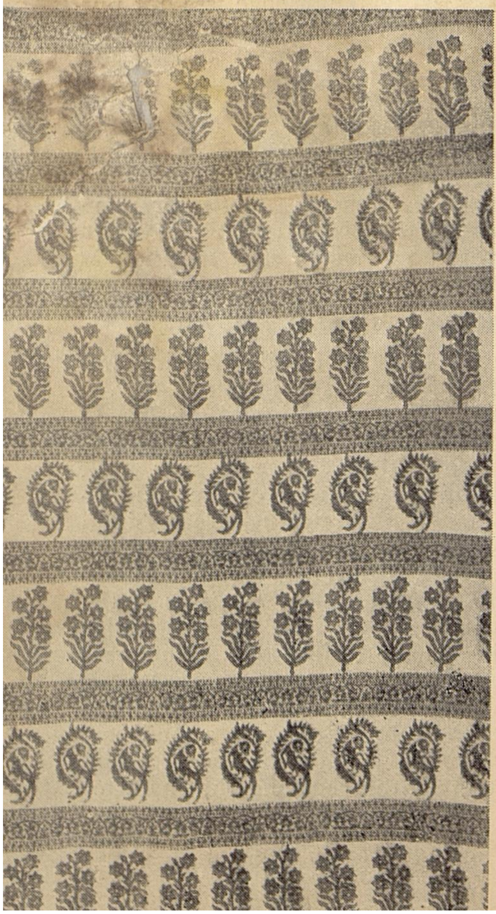
GENIUS OF INDIAN WEAVER

Although knowledge of silk weaving was introduced into India early in her history, it was in cotton that the genius of the Indian craftsmen flowered and found deep and rich expression; and this expression was itself determined by the contours of the countryside. In the West, stretching from Sindh through Kathiawar and Gujarat, was the great colour belt, with its resist-and mordant-printed and tie-dyed cloths. It is as if the bare stretches of sand, the fierce noonday sun and the strange contortions of the trees and bushes demanded the recompense of colour. Colours here seem to be roasted and matured by the sun. They form a vital part of the background dictated by the urges inherent in the environment and the character

of the people who live there. As we go further south colours lose their brilliance, designs grow in importance, and by the time we approach the thick forests and lush vegetation of the back waters of Malabar, fabrics are void of colour—and white is the only garment worn by both men and women.

In the east is the great weaving belt, from Assam through Bengal Bihar, Orissa and Tamil Nad. Right up to the end of the 19th century, cotton weaves of the utmost delicacy of texture were produced in parts of this area. These hand-woven cottons were famous in the courts of the Roman Emperors and had names like Baft Hawa, or woven air, and Shabnam, or morning dew. They were said to grow invisible when moistened and laid on grass. In ancient sculptures we find statues of women wearing superbly woven garments, so fine that all we can see of the fabric is the brocaded border that moulds the rounded limbs.

Handblocked Silk Saree in the collection of Museum of Modern Art



Two forms of design expression have always co-existed in India. The village tradition, rooted in custom and ritual, was based on a deep understanding of the nature of mass and volume in which colour was a vital dimension. The processes of resist dyeing, tie dyeing and yarn dyeing to a pattern before weaving, were the basic techniques for indigenous village cloths. The colours of these cloths were deep lustrous red, black, indigo, off-white or dusty pink and purplish brown. At times two tones of the same colour were used to produce the design—on dark red, the design being in a dull pinkish tone, and on an indigo the relief being in pale blue. A strong resemblance both in colour and treatment of design can be found between these village cloths and the prehistoric pottery of this area.

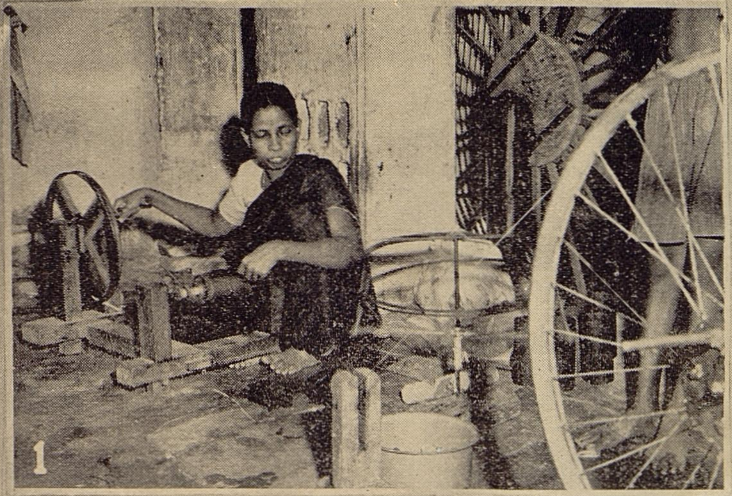
SENSITIVITY TO COLOUR

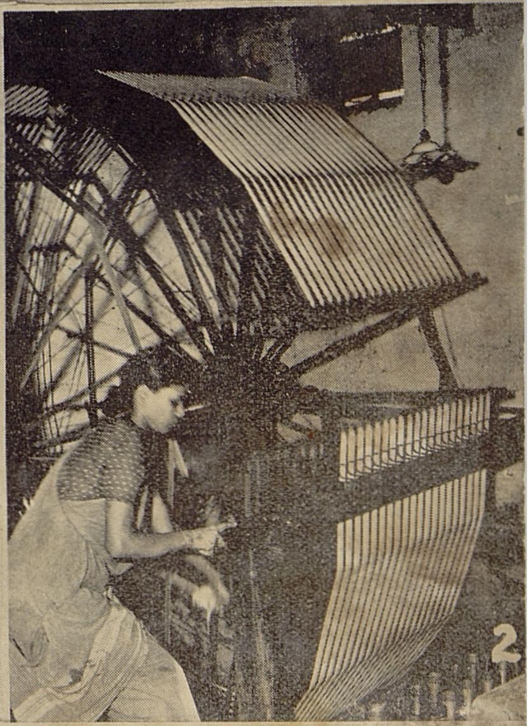
Sensitivity to colour has expressed itself in most of the romantic folk poetry of India. Colours were surcharged with emotional content and association. Red was the colour of the brilliant tie-dyed sari which the bride wore when she took her seven vows round the ceremonial fire. It was also the colour of the lac with which she painted her hands and feet. Blue or indigo was the colour of Krishna, who was likened to a rain-filled cloud. There was also a blue that bore the name Hari-nil, which was the colour of water in which a clear blue sky in spring is reflected. These colours when worn by the peasant or householder were but a projection of the colours and clothes worn by the God enshrined in the temple, uniting man more closely to his God.

Patterns in traditional village cloths were geometric and highly stylized. Rings, dots and zig-zag ornaments were used, often in panels both horizontally and vertically. At times these panels were outlined with multiple lines or sometimes with checks. Design in village fabrics broke up the colour mass and gave depth to the background tones.

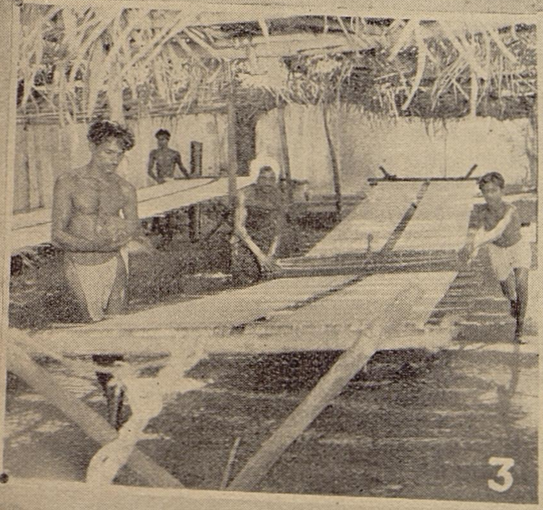
COURTLY TRADITION

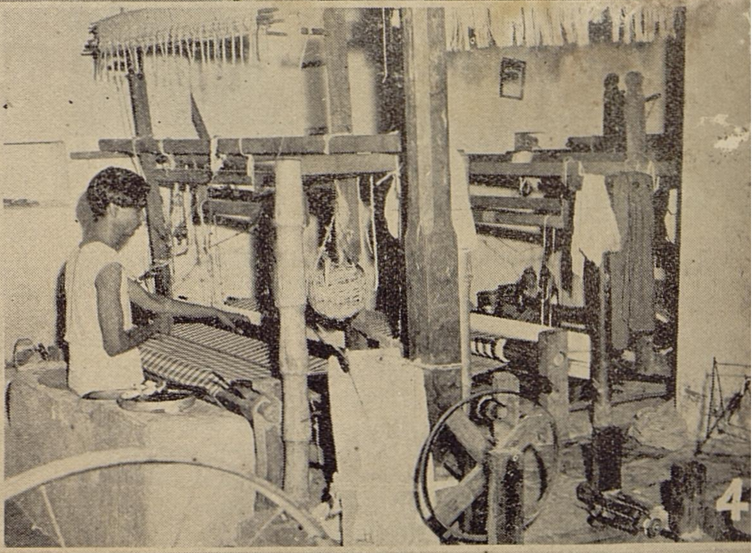
The courtly tradition demanded from craftsmen a growing sophistication in design and technique. Master craftsmen were attached to courts and rich rewards were given for production of exquisite creations. Indian court fabrics flourished, some of the finest





The Production of handloom fabrics, whether they be the common utility types or the special varieties that constitute India's pride and boast, demand the skilled labour of the whole weaver family. The different processes by which yarn is made into cloth—and these processes are carried out with simple tools and appliances—call forth different labour and different skill. Here are some stages in the making of the handloom cloth. (1) Bobbin winding (2) Warping (3) Sizing (4) Weaving.





Handblocked black and white Indian cotton featuring the familiar symbolisation of Radha with elephants, in an adaptation of typical sari warp.

examples of which were worn by the king and his nobles. But fashion in court changes with the ruler. The impact of foreign invasions continually demanded from the craftsmen the use of new symbols and conceptions. The emphasis shifted, and the craftsman no longer produced from the totality of his background—he produced to please his master.

So long as these patrons were men of outstanding culture and sensitivity, the designs that emerged bore evidence of this sensitivity, but as the taste of the master degenerated, the vsion of the craftsman dimmed; he lost contact with the sources of his inspiration, which tolerate no corruption. When this happens clarity of form disappears; techniques may improve but the living force that alone gives the technique value dies, leaving a stagnant craft. If the inspiration of the village cloths was a concept of mass and volume, these court fabrics were expressions of an exquisite and highly cultivated knowledge of line.

Village fabrics produced an effect of carrying in grey or red sandstone where the shadow formed the background and the design was in relief; in the court textiles the effect was of precious stone inlay work in marble. The depth was in the design and the background carved out the pattern.

TRADE IN TEXTILES

Trade in Indian textiles has been known from the earliest times. This trade was of such magnitude that whole villages sprang up solely concerned with producing cloths adapted to suit the demands of foreign markets. To this day there are a large group of hereditary craftsmen who work solely to produce weaves, prints and embroideries to satisfy foreign demands. The skill of the Indian craftsman makes it simple for him to adapt his technique to new forms.

The last fifty years has witnessed a rapid transformation in the craft picture in India. The building of roads, the breakdown of caste barriers, the erection of textile mills, the carrying of an urban civilization through the radio and cinema to the door-step of village communities, led to a disintegration of the norms that directed craft traditions. The introduction of the concept of designer as distinct from the craftsman has destroyed the craftsman's direct response to good form. There has been a recent tendency to revive old designs and patterns, but this has been done with a total lack of knowledge of materials, forms and usage. No craft tradition can hope to survive by a blind imitation of the past. The past is dead and the conditions that led to the living quality in the craft tradition is lost. To mould form out of the present with all its richness and significance calls for a level of creativity rarely found. It is not through designers pouring out from art schools that we can seek new

craft impulses. What then is the answer?

It may well be that the time has come to cease to teach and only to make available, through regional museums, with small travelling units that can move from village to village, the finest samples of craftsmanship both of India and of other countries of the world. Good form and design alone can teach. All that the organizers of the craft movement can do is to help cleanse the eye of the craftsman of the vulgarities and limitations that have blurred his perceptions and limited his sensitivity. It must be left to the eyes of the craftsman to see, to assimilate and then to produce.

The decision of the All-India Handloom Board to organise an All-India Designing Centre for handlooms is a welcome one. It is hoped that this Centre will serve as an intense focal point for the clarifying of the innumerable issues that confuse the problem of designing for handlooms.

The Centre is to consist of both art students and the finest hereditary weavers selected from the main weaving centres of the country.

One section of the Centre will deal with the creation of those types of fabrics that are traditional in character—hereditary weavers will be placed in a milieu where their in born sense of colour and design will be permitted to mature. Art students will work on old designs and on handlooms and so will grow familiar with weaving techniques and the psychological responses of hereditary craftsmen to colour and form.

WEAVING CENTRE

A dye house will be attached to the weaving centre, where experiments will be undertaken in indigenous dyes. After a period of one year, the weavers will return to their States and set up along with an art student a centre for designing in their own handloom centres.

It appears that in South India there are craftsmen from the weaver community who though completely familiar with weaving techniques, are themselves not weavers but are hereditary designers for the handloom centres. Efforts will be made to select personnel from amongst those groups, bring them to the Central Designs Centre and create in them new vitality and life.

Fashion created by Gibson Bayh with hand blocked Indian cotton print in banded designs of lions

The other Section will deal with those varieties of fabrics for which no tradition exists, such as furnishing materials, towelling, table cloth, etc. For this purpose, a totally different approach will be necessary. Weavers will have to be made familiar with new techniques as well as new designs. Experiments ill have to be undertaken in the creation of new textures.

The Designing Centre will have attached to it a library of books and magazines. It will also contain colour shades and photographs of old textiles as well as actual specimens.

—MRS. PUPAL JAYAKAR,

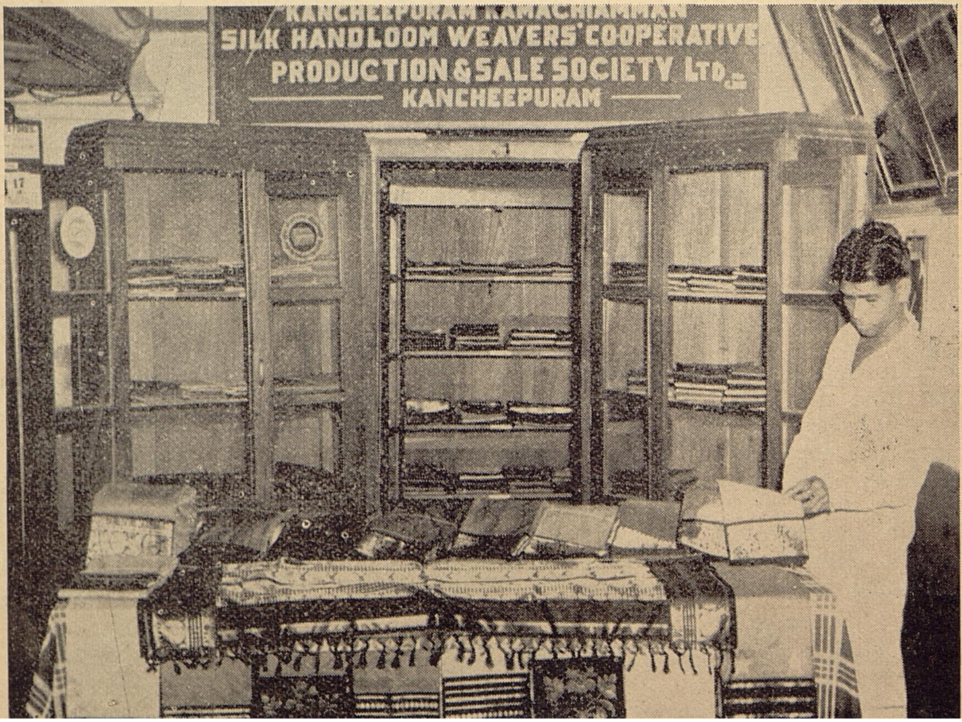
Silk Handloom Industry

A. Palaniappa Mudaliar, Registrar of Co-operative Societies, Madras.

THE silk handloom industry is an important cottage industry of India. Silk has its votaries in all sections of the people. No festive occasion—a wedding or some other occasion of revelry—is celebrated without the use of silk in some form or other and even the poorer sections of the population make it a point to purchase some piece of silk for use on festive occasions. The relatively high cost of the silk fabric and the sense of dignity and charm which it imparts to its wearer, make silk the favourite of the richer classes of society. It may be said that generally a person attired in silk assumes—though perhaps unconsciously—an air of importance and impresses the observer as one "well-bred".

Silk weaving is as old as cotton weaving in this country. A large number of handlooms were weaving silk fabrics all over the country especially in Bengal, the Punjab, Assam, Uttar Pradesh, Bihar and Madras and the former princely States of Mysore and Kashmir. Bengal alone employed one million persons in this industry before 1915. The industry was little affected by the Industrial Revolution and the cheap imports from Lancashire in the nineteenth Century. But it suffered a severe setback after he Great War (1914-1918) on account of several reasons. There was a large import of artificial silk into this country. This set up a serious competition to pure silk especially in point of price. There was a definite shift of tastes and dress habits of the people and the public welcomed plain laundered garments. Arising as a result of the low level of income, a craze for simplicity was also in evidence. The silk industry thus faced a steady decline and centres of silk weaving like Poona, Kornad etc.; were hard hit by the development of these unfavourable conditions.

Emporium of the Kancheepuram Silk weavers' Cooperative Society



In the Madras State, the silk handloom industry thrives in isolated pockets in several centres like Kancheepuram in the Chingleput District, Kumbakonam and Mayuram in the Tanjore District, Trichy, Madurai, North Arcot, Coimbatore and Salem Districts. The pattern of employment of weavers obtaining in the industry closely follows that which is prevalent in the cotton handloom industry.

TWO CATEGORIES OF WEAVERS

Broadly, there are two categories of silk handloom weavers, viz., the independent handloom weaver and the weaver working under a master-weaver. Due to the poor condition of the average silk weaver and the need for a large outlay to carry on production, it may be safely assumed that the number of independent handloom weavers in the silk industry is not large; the bulk of the weavers is therefore working under master weavers.

A master weaver provides raw material to the cooly weaver, sets patterns for production and takes up the responsibility for marketing the goods thus produced. He pays wages at rates which will bring in maximum profits to him and does not give the actual producer a share in the profits. The "master-weaver—cooly-weaver" system has not been conducive, but positively detrimental, to the permanent betterment of the poor silk handloom weavers. The profits in silk trade are larger than in the cotton handloom trade, and the workers rightly feel that they are denied a fair share of the fruit of their toil.

IN KANCHEEPURAM

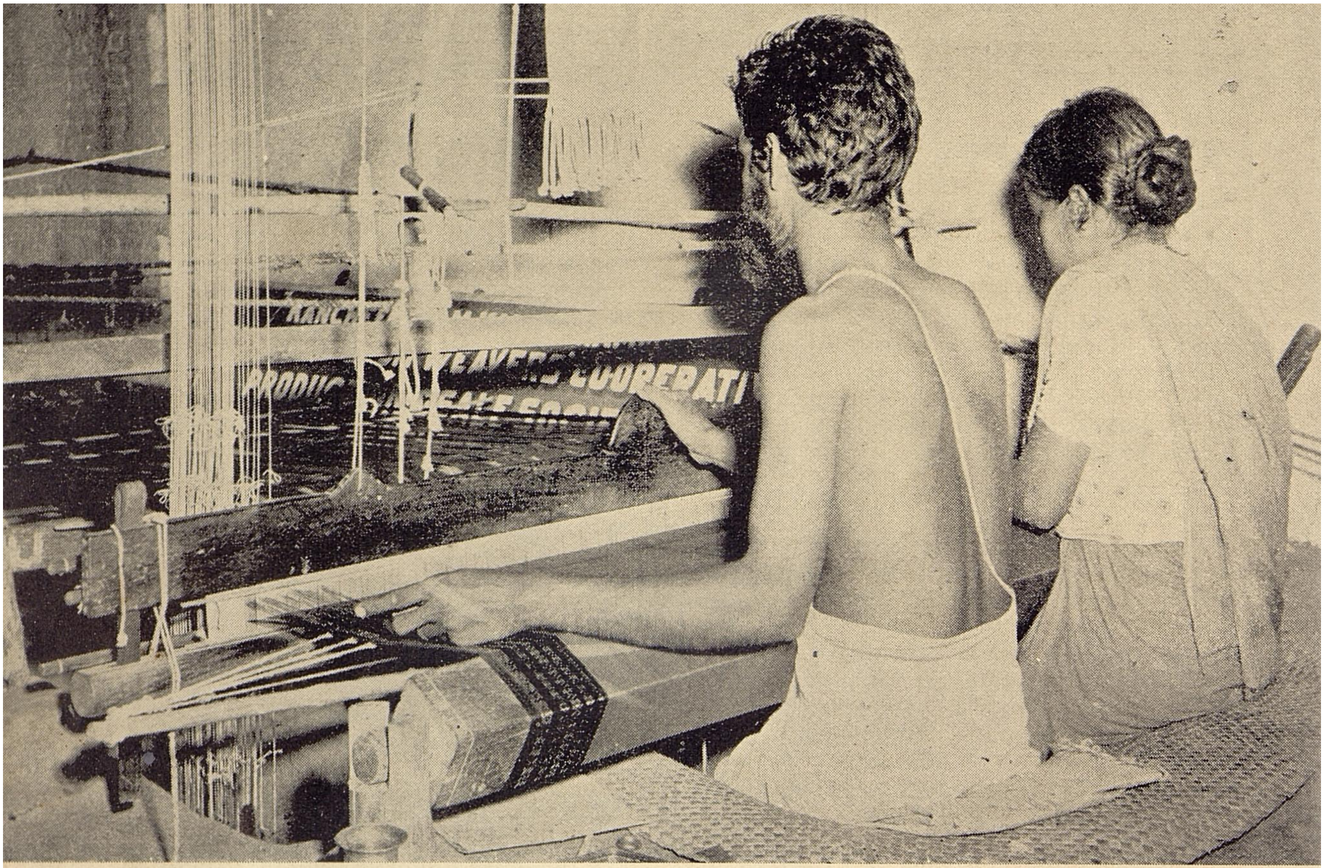
In Kancheepuram there are about 5,000 silk handloom weavers. One hundred and twenty merchants trade in silk in that place and its neighbourhood. About 1,500 of the weavers ply their profession independently. They purchase raw silk out of their own sources or with funds borrowed at perhaps high rates of interest, convert it into finished goods and sell them to merchants at rates dictated by the latter. More than three thousand weavers work for master-weavers and merchants and earn wages which are often not adequate. Steps were therefore taken to organise them on a co-operative basis so that they might enjoy the benefits of co-operative efforts and be freed from the strangle-hold of the master weavers. The steps taken are indicated elsewhere in this article.

The Governments—Central and as well as the State—have been pleased to realise the importance of the silk handloom industry and are taking steps to rehabilitate the workers engaged in it. The Government of India constituted a body called the Central Silk Board and made it responsible for the development of this cottage industry. The resources available with this body were, however, limited. It was therefore suggested that assistance from the Cees Fund constituted for the development of the handloom industry should be made available for fostering the silk industry as well.

SILK WEAVERS' CO-OPERATIVE

The Standing Committee of the All-India Handloom Board considered this matter and recommended to Government that the Central Silk Board might be made responsible for the development of silk upto the stage of weaving and the All-India Handloom Board for all aspects from the stage of weaving. This recommendation has been accepted by the Government. Assistance from the Cess Fund has, therefore, been made available for the silk handloom industry broadly on the lines of the general principles applicable for the cotton handloom industry. Weavers organised into co-operatives will be eligible for assistance. Interest-free advances may be given from the Fund to weavers to enable them to pay their share capital and join the societies. The silk weavers' co-operatives are also eligible for loans towards their working capital. Assistance may also be sought from the Fund for the supply of accessodies connected with silk weaving.

In order to stimulate the sale of silk, the All-India Handloom Board resolved that the marketing of silk handloom fabrics overseas should be dovetailed into the External Marketing Scheme for cotton handloom fabrics and that a sum of Rs. 50,000 should be initially sanctioned to enable samples of



Silk Weavers at Work

silk fabrics being bought and sent to the handloom cloth Marketing Officers appointed under the External Marketing Scheme so that they might explore the possibilities of marketing such fabrics. Government accepted this recommendation and promised to sanction a sum of Rs. 25,000 for this purpose in 1955-56.

GOVERNMENT SCHEMES

In the Madras State, schemes have been formulated for forming co-operative societies for the benefit of silk handloom weavers and are under the consideration of Government. A scheme for the formation of a co-operative production and sale society for the silk handloom weavers at Kancheepuram under the Cess Fund Schemes has been approved by Government. To start with, a provision was made for the admission of 120 members. The value of each share is Rs. 100. Twenty-five per cent. of this amount should be contributed from the weaver's own resources and the balance will be contributed by the Government as interest-free advance from the Cess Fund recoverable within two years. Provision has also been made to give working capital at the rate of Rs. 500 per loom. The scheme envisages supply of looms and accessories, charkhas, warping frames, reeds, healds, etc., to the members. Its total cost amounts to Rs. 67,700 under loans and Rs. 22,338 under grants.

The society formd under the scheme was started on 6-3-1955. The area of operation of the society extends to the municipal limits of the Kancheepuram town and Thirukalimedu, Sevilimedu, Orikkai and Vaiyavoor villages. There are 124 members on the rolls of the society with a paid up share capital of Rs. 9.465. Seventy-five silk handlooms are working for the society. Government have sanctioned a loan of Rs. 60,000 to the institution towards its working capital. The society purchased material like raw silk, processed silk, warp, gold thread, dyes and chemicals to the value of Rs. 12,040 for distribution to its members. It produces sarees of 6 to 9 yards length, pavadais and blouse pieces.

The total value of goods produced and sold up to the end of August 1955 (Four months' accounts) amounted to Rs. 21,429 and Rs. 16,404 respectively. The value of stock on hand was Rs. 7,569. The average earning of a member of the society, ranges from Rs. 40 to Rs. 45 per month. Government have sanctioned a Co-operative Sub-Registrar and two Senior Inspectors, free of cost, for work connected with the society. The society produces cloth of good quality. The purchasers of its products include the Madras State Handloom Weavers' Co-operative Society, the Handicrafts Emporium and the All-India Handloom Board.

PATTERN WEAVING UNIT

There is a proposal to extend the activities of the Kancheepuram silk weavers Co-operative society by admitting 100 more looms and establishing a pattern weaving unit as an adjunct to it. One other proposal to benefit independent weavers in that town relates to the formation of a marketing co-operative society. The function of this society will be to arrange for the sale of finished goods of independent weavers on an agency basis. One hundred independent weavers will be admitted as members. Provision will be made for advancing upto 75% of the value of the shares as interest free loan from the Cess Fund to the members.

Schemes for the starting of silk weavers' Co-operative societies in Kumbakonam, Thirubhuvanam and some other places are under the consideration of the Government of India. It is also proposed to start a silk weavers' society in Arni in the North Arcot District.

It has often been said that the artistic excellence of a country is fostered by its cottage industries. Government are taking steps to develop the various cottage industries in India. Special measures have been taken to stimulate the market for cotton handloom goods. As the silk handloom industry also sustains considerable number of people it is up to the well-wishers of the country to see that this ndustry does not languish but is revived so that it might reflect the superb skill of India's artisans.

Handloom Sales in Baghdad

The Marketing Officer, Aden, reports that there was some demand for lunghies in Baghdad, mainly in 80s. X 80s. 60s. X 80s. and 60s. X40s., on account of Idd-al-Adha (Haj Idd). Articles like sarees dhoties, towels, napkins, shirtings etc., are having practically no demand because of high allowing rates as compared to the rates for similar mill made textiles. The Marketing Officer reported that sales in these articles may improve to some extent if the general rebate on export sales announced by the Government of India is given effect to.

The Marketing Officer reports that the prices of lunghies exported to Aden emporium were high and requested permission to dispose them below the landed cost, on a par with the market level. Permission was accorded.

The sales at Aden emporium are as follows:

		Retail.	*Wholesale*
		Rs.	Rs.
July	...	1,397	6,782
August	...	1,021	3,065

INSTITUTION OF MASTER WEAVERS

V. V. RAMAN

It is now twenty years since the message of co-operation was carried to the handloom weavers. Yet, out of more than 8 lakhs looms in Madras and Andhra, the number which have come into the co-operative fold is hardly 3 lakhs. A fairly high percentage of even these looms does not actually work for the societies. Where does this large number of weavers work? Who engages them? Obviously, the class of persons who have come to be known as the Master Weavers.

Who is this Master Weaver? Is he the one who is generally termed a 'necessary evil" and who is gradually and determinedly sought to be eliminated by the protagonists of the co-operative movement? In view of this steady drive against him, has he any chance of holding his own in this age of co-operation and socialistic pattern of life?

In our old village economy of self-sufficiency, the weaver spun the yarn, produced the cloth and bartered the same for the things he needed. This system of barter gave place gradually to money economy. The weaver's family grew and 3 or 4 looms worked in the place where only one worked before. The 'Karta' or family head vended the cloth woven on these looms in the nearby shandy or weekly fair. On his return, he brought with him the necessary raw materials for his trade as well as information regarding any change in taste of the consumers and instructed his family members to revise the patterns to suit the changing needs of the buyers. Thus a central directive brain developed and such of those weavers who could not afford to lose a working day or two for trekking long distances, sold their products to this pedlar-weaver or entrusted them to him for sale. In course of time, this small-scale businessman, being in the advantageous position of knowing the market, engaged more weavers under him and grew into a rich and influential producer. He then came to be styled a 'Master Weaver'.

Today, barring a few centres where indidual weavers buy their own yarn and sell their cloth locally, as in Salem and Coimbatore, we find the Master Weaver in almost all important handloom centres. Even in Salem and Coimbatore, a fairly large proportion of the looms are engaged by Master Weavers. From a petty master weaver owning 10 looms to a big one controlling a few hundreds, we come across these master weavers in every big handloom centre.

CREDIT FACILITIES

The master weavers command credit facilities from yarn dealers, dyes merchants and village money-lenders. Credit is needed by them as they in turn sell 90% of their merchandise on credit and also advance yarn and wages to the weavers working under them.

Since it will mean good business for him, the master weaver spares no effort to produce

the best fabric both in quality and design and he is ever vigilant to cater to the changing fashion. He knows when the marriage season is coming and when the seasonal slump will set in and gears up or slows down the production accordingly, his wage rate also keeping pace with the tempo of manufacture.

In fairness to this class of weavers, however, it should be stated that it has been mainly because of them that a high standard has been set up in the production of lunghies and certain other categories of cloth which enjoy a high reputation even in foreign lands. Those in Madras are no doubt aware of the demand for certain brands of lunghies and sarongs in Colombo.

THE OTHER SIDE

There is also another side to this picture. Many master weavers produce mainly for the bazaar and their chief concern is to sell cheap and keep their capital rolling. Such products are plenty in Salem and in the Dwarapudi shandy. It is here that the Weavers' Co-operatives are gaining ground over the master weavers. Day by day, the public are coming to realise that standard goods in fast colours can be had mostly form co-operatives. The one advantage, however, which the master weaver invariably has over the co-operatives is his low establishment charges, and, if the weavers' societies desire to withstand the competition from the master weavers, they should rigidly curtail their production costs.

There is no land where the enterprising master weaver has not set his foot nor is he found lacking in the art of salesmanship. The co-operatives have, however, just made a start in this direction. The master weavers extend long credits, and, even in the export markets like Ceylon and Malaya, they have their own branches selling goods on credit. This has no doubt been instrumental in bringing them a good volume of business.

H. H. the sultan of Pahang (Federation of Malay States) inspecting the Indian handwoven Sarongs at the stall of the Indian handloom goods Emporium of the All India Handloom Board at Kota Bharu Exhibition on 18—8—1955

Another noteworthy feature is the ability of the master weaver to rise to the occasion. Today, the Erode handloom cloth manufacturers so process their fabrics by calendering, printing etc., pack them in such attractive manner and advertise so effectively that fabrics going under certain trade marks not only compete successfully with the mills in their own field but have largely helped to retain consumers' interest in handloom goods.

WORKER'S LOYALTY

Nowhere does loyalty rest on such silken threads as in the case of a weaver to his employer. As long as he is given work he is loyal to his employer whether he be the

master weaver or the weavers' co-operative society. During the recent slump in the handloom trade, many weavers' co-operative societies could not provide continuous employment and there was a wholesale defection of weaver-members from co-operatives. The master weavers no doubt pay ridiculously low wages during slump periods but they give work. Added to this, they advance money to the weavers in times of need and for marriages etc., and it is this constant indebetedness of weavers that makes them work for the master weaver continuously. This is also a compelling factor that makes the master weaver give work to the weaver in slack seasons too lest he should lose his money by the weaver migrating elsewhere.

Until such time, therefore, that the weavers are sufficiently educated into the tenets of co-operation and are able to understand the significance of and benefits accruing from co-operative effort and weavers' co-operative societies begin to function in larger numbers on efficient lines, the institution of master weavers is bound to continue to function as a link between the handloom weaver and the consumer.

A statement showing the progress made in the production and sale of the variety of cloth reserved for handlooms by the organisations of weavers in the Andhra State during the quarter ended 30-6-1955 is given below :

Number of Organisations	Number of looms covered	Reserved Varieties	Total quantity (in yards) produced during the quarter		Total quantity (in yards) sold during the quarter	
			Reserved Varieties	Dhoties	Reserved Varieties	Dhoties
403	72,212	BED SHEETS DHOTIES SAREES TOWELS LUNGHIES BED COVERS GADA HONEYCOMB TOWELS ETC.	16,96,687	14,66,999	16,61,750	15,19,596

Draft Plan for Handloom Development

A draft Five Year Plan for the development of the Handloom Industry was originally prepared by the Secretarit of the All India Handloom Board. This Plan was considered by the Standing Committe of the Board at its meeting held on the 21st July, 1955. The Committee approved of the Plan generally, and desired that it should be placed before the All India Handloom Board. Accordingly, the Plan was considered by the All India Handloom Board at its meeting held on the 1st and 2nd August, 1955. Several suggestions were made for amending or amplifying the draft, and the Board appointed a Sub-committee to revise the Plan in accordance with those suggestions. The Sub-Committee considered carefully the several suggestions made at the meeting of the Board and gave specific instructions to the Secretarit as to the lines in which the Plan should be revised. An outline of the revised Plan is given below:

The tentative framework of the Second Five Year Plan prepared by the Economic Divisions of the Ministry of Finance and Planning Commission, in consultation with the Central Statistical Organisation and the Indian Satistical Institute, provides for an expenditure of Rs. 200 crores on the development of small-scale and village industries and states that a large increase in employment opportunities must be regarded as a principal objective—the kingpin—of the Second Plan. One of the objectives of the Second Five Year Plan is to increase the per capita consumption of cloth in the country to 18 yards by 1960. Considerable importance has been attached to the development of small-scale industries including the handloom industry during the Second Five Year Plan period.

Experience of working the handloom development schemes during the last two years has convinced the All India Handloom Board that if the handloom industry has to take its rightful place in the national economy within a reasonable period of time, the financial resources made available from the Cess Fund are thoroughly inadequate and they must be supplemented substantially by contribution from other sources. Besides, the tempo of developmental activity has to be accelerated by strengthening the nucleus executive machinery created by the State Governments for the purpose. When a planned development is being attempted in other sectors, it is only right and proper that a similar planned programme of development is drawn up and implemented for the handloom industry which, even on the basis of the Textile Enquiry Committee's Report, has an estimated employment potential of nearly three million taking into consideration full time workers alone.

This will not only make the very large number of people depending on that industry for their livelihood feel that they find a place in the national development programme, but will also help to ensure that the industry produces a larger quantity of cloth to meet the increased needs of the country resulting from a general increase in purchasing power. For these reasons, a five year plan for the development of the handloom industry to be implemented as part of the national Second Five Year Plan has been prepared. It deals with 19 different schemes and envisages an expenditure of Rs. 130 crores during the Plan period, the expenditure during each year of the plan being as under:—

		Rs.	
1956-57	...	16.91	crores
1957-58	...	23.06	crores
1958-59	...	27.86	crores
1959-60	...	28.66	crores
1960-61	...	33.51	crores

The average annual expenditure proposed is nearly five times the sum that has been

made available annually from the Cess Fund, but it is by no means an unjustifiably high figure. The provision also includes the funds needed to stabilise the co-operative organisations which, with about 6.8 lakh looms, had already come into existence prior to the creation of the cess fund, as consolidation of such institutions is equally if not more important than bringing fresh institutions into being.

PRODUCTION TARGET

The Second Five Year Plan contemplates the attainment of a production of 3,200 million yards of cloth by handlooms and powerlooms by the fifth year of the plan period. Assuming that 200 million yards will be produced by the existing powerloom industry, the balance of 3,000 million yards will have to be produced by the handloom industry. At the rate of $4\frac{1}{2}$ yards of cloth per pound of yarn, the production of 3,000 million yards of cloth will require 1,667,000 bales of yarn, or an average monthly supply of 1,39,000 bales. The present rate of supply of yarn for the handlooms is only about 64,000 bales per month. It follows, therefore, that, by the end of the Plan period, an additional monthly supply of 75,000 bales of yarn for the handlooms alone has to be achieved if the increased quantum of cloth has to be produced. In other words, the current supply of yarn for handlooms will have to be more than doubled.

An essential prerequisite of carrying out the proposed plan, therefore, is the enhancement of yarn supplies. The provision made in this plan is a mere 5 crores. As things stand today, the chances of more co-operative spinning mills—that is to say, mills brought into being primarily from funds contributed by weavers' co-operative societies and their apex bodies—coming into existence during the Plan period are meagre. The owned capital of all weavers' co-operative societies in the country put together is only about Rs. 4 crores. This capital, and whatever reserve funds have been created, are not liquid but are invested largely in raw materials and finished goods. Certain steps are being taken at present, on an experimental basis, to popularise the setting up of small spinning frames. If these experiments succeed, it may be that the amount of Rs. 5 crores provided in the plan will have to be used more for setting up such small spinning units than for affording financial assistance to large co-operative spinning mills like the one at Guntakal. These small spinning units will be in a position to produce only a fraction of the additional yarn supplies required. Hence, a planned programme for the production of the additional supply of yarn, either by mills or by small spinning units or by other sources, will have to be chalked out and implemented in order to ensure that the production of increased quantities of yarn to meet the additional requirements of the handloom industry is achieved. This programme will have to form part of the general Five Year Plan and the funds required for this purpose provided separately. Once the yarn supply is assured, there should be no difficulty in achieving the increased production of cloth. Even assuming that there are only 22 lakhs of handlooms in the country as mentioned earlier, these looms will be in a position to produce 3,000 million yards of cloth at a minimum rate of 5 yards of cloth per loom per day working 300 days a year.

CO-OPERATIVE SECTOR

Although about 8.7 lakhs of handlooms are nominally under the co-operative fold, the co-operative societies are unable to provide their weaver-members with continuous work all the year round. If the co-operative endeavour is to succeed, it has to be ensured that the societies are in a position to give work to their members throughout the year, and the quantum of work given per day should be such as would enable the members to earn a minimum wage. Once this essential condition is satisfied, there should not be any difficulty in weaning the weavers from the hold of master-weavers and getting them join the co-operative movement. It is basically the uncertainty of continuous work that acts as a powerfull factor for the weaver to cling to the master weaver. As the number of handlooms under the co-operative fold at the end of the plan period would be approximately 14 lakhs, almost 2/3rds of the total production of 3,000 million yards would come from the co-operative sector and

the rest from weavers working under master weavers, factories and independent weavers.

So long as the co-operative fold, with even one-half of the handloom industry under it, works satisfactorily, the conditions of work under the master-weavers also will automatically register a progress. As a matter of fact, this improvement is noticeable now. A recent survey of the earnings of weavers under the co-operative fold and under master-weavers and factories in certain selected centres showed that earnings of weavers both under the co-operative fold and under master-weavers had increased during 1954-55. The reason for this is that the co-operative societies, because of some financial assistance given to them by the Government of India, are in a position to maintain certain wage rates and, consequently, the master-weavers and factories are finding it very difficult to reduce the wages paid by them. In other words, the wages paid by the co-operative societies have been acting as a stabilishing factor for the wages paid by the master-weavers and factories.

Brief comments on the important items of the development programme are given below: —

SHARE CAPITAL OF WEAVERS

According to the present policy, where the share value is Rs. 25 and above, 87½ per cent. thereof is contributed as loan from Government and the balance of 12½ per cent. contributed by the weaver himself. Where the share value is less than Rs. 25, 75 per cent. thereof is contributed as loan from Government and the balance of 25 per cent contributed by the weaver. On an average, the loan from Government will work out to Rs. 20 per share.

In regard to the silk handloom industry, the share value will normally be Rs. 100, of which Rs. 87-8 will be sanctioned as loan from Government and the balance of Rs. 12-8 contributed by the weaver.

On the above basis, a sum of Rs. 138.6 lakhs will be required for bringing in a total of 4,50,000 looms under the co-operative fold, including 72,000 silk handlooms. The loans advanced by Government will be recovered from the weavers in suitable instalments.

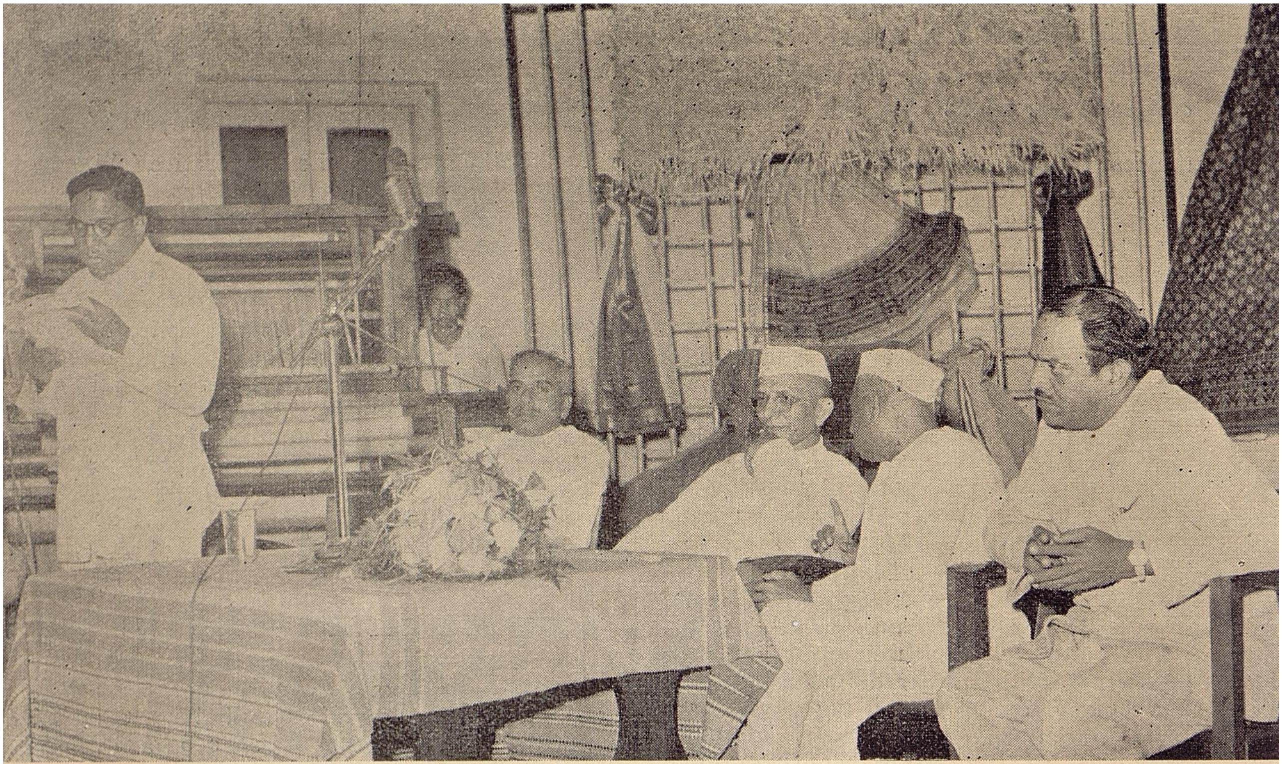
Government have agreed to the policy of providing working capital at the rate of Rs. 200 per cotton loom in respect of all looms brought under the co-operative fold out of aid from the Cess Fund. Therefore, for the 3,78,000 cotton looms proposed to be brought under the co-operative fold during the plan period, Rs. 7.56 crores, will be required as working capital.

WORKING CAPITAL OF SOCIETIES

For the silk looms, Government have agreed to provide working capital at the rate of Rs. 500 per loom. For 72,000 looms, a sum of Rs. 3.6 crores will be required as working capital.

As mentioned earlier, about 6.8 lakh looms were under the co-operative fold in October 1953. Some of these looms were in yarn distribution societies which were started during the time of control and the rest in regular production-*cum*-sales societies started prior to 1953. In respect of both these cases, the Government of India have agreed to provide working capital at the rate of Rs. 100 per loom. During the last two years, a sum of Rs. 80 lakhs has been sanctioned for the working capital of 1,29,000 looms in such societies. The balance required is included in the estimate of Rs. 20.78 crores.

It has been represented that the current rate at which Government have been sanctioning funds for organisational expenses is not adequate and a plea has been made for increasing this substantially. The basis which has been adopted is accordingly 4 per cent. of the total amount sanctioned to State Governments reduced by the amounts specifically provided for staff in schemes which include proposals for staff (as, for instance, sales depots, mobile vans, finishing plants, etc.).



The joint Registrar for Industrial Cooperatives and Village Industries, Poona, addressing handloom weavers of Bombay on the closing day of the All India Handloom Week. Sri Morarji Desai, Chief Minister of Bombay presided over the meeting

The 14.5 lakhs of looms which will be under the co-operative fold by the end of the Plan period will, on the basis of one marketing depot for every 250 looms, require 5,800 depots. During the last two years, 1,200 depots have been sanctioned. Therefore, provision has to be made for the opening of 4,600 additional depots. The present policy is to sanction depots at a maximum rate of Rs. 4,000 per depot per annum. For the first year 100 per cent. of the expenditure will be met and the intention is to reduce the subsidy by slow stages so that at the end of four years, there will be no subsidy from Government and the depots will become self-sufficient. The provision made is based on this policy.

MOBILE VANS

Till now mobile vans were sanctioned at the rate of one van for every 75,000 looms. States which have less than 75,000 looms are also being provided with one van each subject to the condition that they have at least 20,000 looms. Marketing vans are proving very useful because they are in a position to reach the rural areas and at the same time undertake publicity and propaganda. Hence, the scheme requires to be intensified and provision has accordingly been made for supplying one van for every 10,000 looms. Here too, the recurring expenditure will gradually taper off and at the end of the four years no assistance will be forthcoming from the Centre. The vans will be treated as the property of the Central Government and, if they are disposed of, the sale proceeds will be credited to the Government of India.

REBATE ON SALES

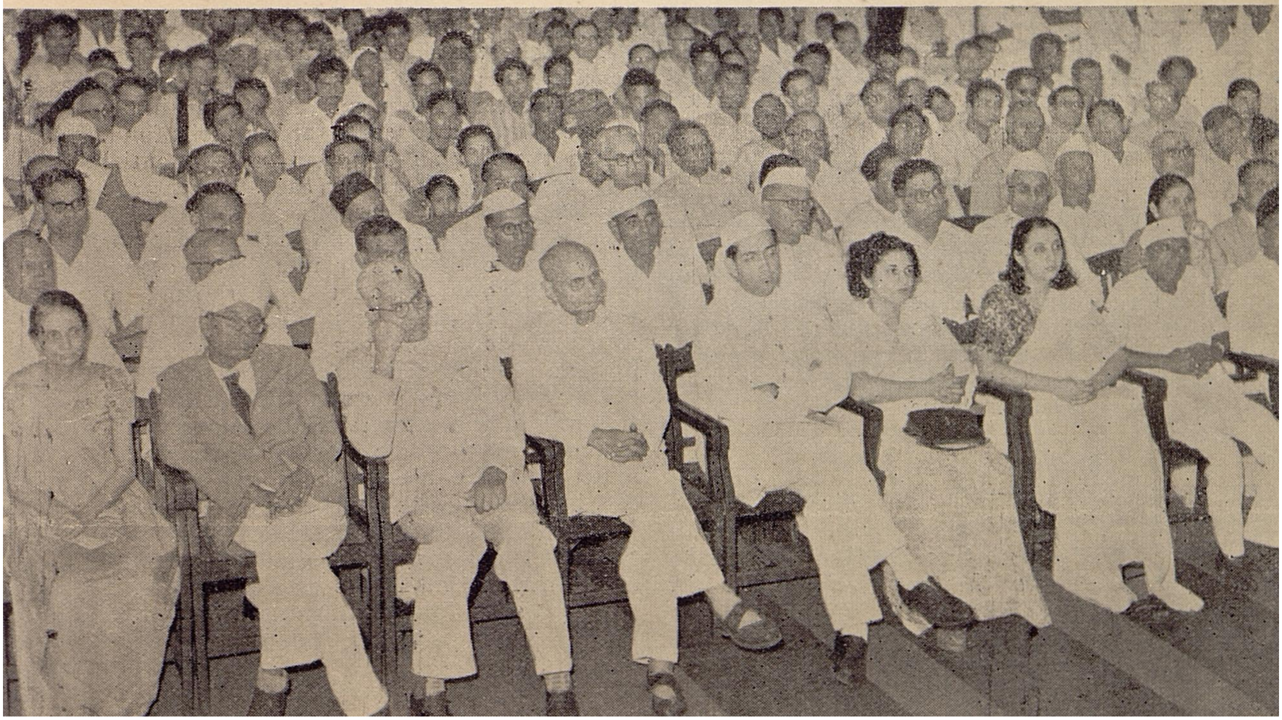
The argument in favour of a rebate on handloom cloth is that the handloom industry is obtaining its supplies of yarn at a rate which is considerably higher than that at which it is available to the composite mills which are themselves spinning their requirements of yarn. On an analysis of the relative cost structure of identical varieties of cloth produced by the mills and the handloom industry, it is noticed that, at present, there is a substantial difference in price in favour of cloth produced by mills. So long as the disparity continues to operate, there

will be a justifiable case for rebate to the extent of the actual difference between the prices of mill-made and handloom fabrics. Efforts are being made in two directions to reduce and, in due course, to remove this disparity. On the one hand it appears to be the accepted policy of Government that, where there is competition beween large-scale and cottage industries, taxation should be so adjusted as to reduce the disparity as far as possible; and, on the other hand, the old implements used by the handloom weavers are being replaced by modern ones which will result in greater production of cloth per loom-hour and thus reduce the cost price of the finished handloom fabric. In the course of five years, therefore, it is expected that a combination of both these factors will result in removing the disparity between the prices of mill-made and handloom fabrics. It is proposed to operate the scheme with an uniform rate of rebate of $1\frac{1}{2}$ annas per rupee throughout the Plan period.

INDUSTRIAL CO-OPERATIVES

A scheme for the conversion of handloom factories into industrial co-operatives has been sanctioned on an experimental basis. One such factory has already been converted into an industrial co-operative in Thottada in Malabar. Another factory is being so converted. A similar scheme has been sanctioned in Madurai. The only way in which the exploitation of weavers in factories can be stopped is by making the weavers partners in such ventures. Hence it is proposed to convert about 20,000 looms now working on a factory basis into industrial co-operatives during the Plan period. For this purpose, the factories will have to be bought over with all the equipments, additional equipment, where necessary provided and provision for advancing loans for working capital made. The amount of Rs. 108.5 lakhs includes provision under all these heads.

Dye houses, conversion of throw shuttle looms into fly shuttle looms, take-up motion attachment, jacquards and improved appliances are all items, that are directed towards rationalising the productive mechanism of the handloom industry so that the production per loom-hour can be increased and, thereby the cost of production reduced. Adequate



The weavers and other members of the public interested in the handloom industry who attended the meeting on the closing day of the Second All India Handloom Week in Bombay.

provision has been made in the draft Plan for the supply of these facilities to weavers.

MISCELLANEOUS SCHEMES

(*i*) *Manufacture of tools and implements.*—

Grants are being sanctioned by Government each year from the Cess Fund to weavers in the co-operative fold for the purchase of equipments. accessories and other implements. State Governments are obviously purchasing these mostly from private sources. In order that these times may be standardised and supplied to the industry at the minimum cost, it is proposed to encourage production of these essential articles on a cottage industry basis in areas where the handloom industry is concentrated.

(*ii*) *Direct import of dyes, chemicals, etc.*—A fairly appreciable quantity of bleaching powder, dyes and chemicals is being consumed each year by the handloom industry. At present, these materials are obtained through import agencies. The charge to the handloom weaver in respect of these can to a certain extent be reduced if the middleman can be done away with and arrangements made to have the required quantity imported directly by a central agency aided by Government funds. The importance of indigenous dyes to the handloom industry should not also be lost sight of. With a view to improving the quality of indigenous dyes and for standardising it, research centres in important handloom regions are proposed to be started with Government aid.

WEAVING UNITS

(*iii*) *Experimental Weaving Units.*—As it is essential not only to retain and improve the markets for handloom goods, but also to keep pace with the ever-changing pattern of the demand in the export and the domestic markets it is proposed to encourage the establishment of experimental weaving units in certain important centres which will be attached to apex co-operative societies for production of specialised fabrics in demand in foreign countries and in the internal markets.

(*iv*) *Production of standardised varieties by weavers outside the co-operative fold.*—In order to maximise production of handloom cloth and to help weavers outside the co-operative fold, it has been considered desirable to encourage State Governments to start purchasing agencies in different parts of the country for buying standardised fabrics produced by such weavers according to specifications laid down by each State Government. Arrangements will also be necessary to ensure proper marketing of cloth so purchased. It is proposed to make funds available for starting new depots specifically for this purpose.

(*v*) *Improved techniques of production.*—Improved techniques of production, if adopted by a larger number of weavers, are capable of helping the industry to maximise production and improve the quality. It is accordingly proposed to impart training to weavers in these improved methods at selected centres.

(*vi*) *Central Warehouses.*—It is also proposed to set up central warehouses in main centres for stocking handloom fabrics.

An overall provision of 100 lakhs of rupees is being made in respect of the above miscellaneous schemes for the entire plan period.

THRIFT FUND

At present, the co-operative societies are generally in the habit of retaining a part of the weavers' wages, subject to a maximum of one anna per rupee, towards a thrift fund. When there is an accretion—a substantial sum under this head for each weaver—the amount is either appropriated towards increasing the share-holding of the weaver or paid back to the weaver when he needs it. The master-weavers, on the other hand, do not make any such deduction but pay the actual wages to the weaver on the spot. Though the deduction made by the co-operative societies towards the thrift fund is solely in the interest of the weavers, uneducated as they are, they are unable to understand the benefits and they go with the impression that it would be better to work under master weavers. What is now proposed is that a thrift fund should be created and contributions at the rate of one anna

per rupee of wages paid to the weaver credited to the fund from subsidy given by the Government of India. It can be so arranged that one anna per rupee of actual wages should be deducted by the societies also and credited to this fund. In other words, for every rupee earned, the weaver will contribute one anna and the Government of India will contribute another anna. It is expected that this will act as sufficient inducement for the weavers to join the co-operative fold. In order to ensure that the amount accruing under the thrift fund is not misused, it could be provided that if the weaver wants to withdraw anything from the fund, such withdrawal should be in the nature of a loan not exceeding in any case his own contribution to the fund. If, on the other hand, the weaver is prepared to utilise it for other purposes, the thrift fund would either be appropriated towards increasing his share-holding or made use of for purposes like house-building for weavers.

No detailed comments are required as publicity within the country is essential to ensure that the cloth produced is consumed. The importance of publicity among weavers on the benefits of co-operative organisation cannot be unduly emphasised as results of endeavours in this direction during the past few years have amply borne it out. Intensive propaganda among students to take to handloom fabrics is also intended as it is bound to step up the demand for the products of the handloom industry. It is also necessary to carry out a vigorous publicity campaign in foreign countries to promote exports of handloom cloth. The funds provided for this purpose are very moderate.

HOUSING COLONIES

A scheme for housing of industrial workers has been in operation for sometime now. The question of extending the scope of this scheme to include handloom weavers was considered by the Government of India and it has been decided that financial assistance in the form of loans and grants should be admissible to weavers' co-operative societies for the purpose of putting up weavers' colonies. One of the the ways by which the co-operative endeavour could be strengthened is by the provison of dwelling places for the weavers who, as is proverbially known, work under conditions which leave much to be desired. A provision of Rs. 18.75 crores has, therefore, been made for this purpose.

The total expendture envisaged under the plan comes to Rs. 130 crores comprised of grants to the extent of Rs. 65.381 crores and loans amounting to Rs. 64.619 crores.

[*A statement showing the provisions made for different schemes for the development of the handloom industry in the draft Second Five Year Plan is given on the next page*—Ed.]

Competition of Improved Handlooms

The Director of Industries, Handloom Development Scheme, Uttar Pradesh writes :—

It is proposed to organise a competition of improved handlooms in the first week of January, 1956. A prize of Rs. 2,500/- will be awarded to the best loom and another Rs. 1,000/- as consolation prizes for deserving efforts in the manufacture of improved looms.

The last date of the entry will be December 31, 1955. The competition will be held in the Central Weaving Institute, Banaras. Full particulars about the competition can be had from the Director of Industries, Handloom Development Scheme, Kanpur, Uttar Pradesh.

Statement showing the provisions made for different schemes for Development of Handloom Industry in the Draft Second Five Year Plan

Items of Expenditure.	1956–57	1957–58	1958–59	1959–60	1960–61	Total
			(Figures in lakhs of Rupees)			
1. Share capital ...	15·4	23·1	30·8	38·8	38·5	138·6
2. Working capital ...	152	398·5	474·5	488·5	564·5	2078
3. Marketing depots ...	45·4	55·95	68·225	80·5	100·05	350·125
4. Mobile vans ...	10	9·1	10·55	10·225	12·475	52·35
5. Dye houses ...	22·5	23·1	26·625	26·625	30·6	129·45
6. Bleaching, calendering and finishing plants ...	40	50	75	75	85	325
7. Conversion of throw shuttle looms into fly shuttle looms ...	25	37·5	50	50	62·5	225
8. Supply of take up motion attachments ...	110·5	165	220	220	275	990·5
9. Jacquards ...	0·4	0·6	0·8	0·8	1·0	3 6
10. Standardisation, stamping, research and supply of improved appliances ...	86·5	86·5	86·5	86·5	86·5	432·5
11. Organisational expenses ...	20·542	30·9	41·2	41·2	51·50	185·342
12. Rebate ...	351·56	369·38	395·63	430·31	460·31	2007·19
13. Thrift fund for weavers ...	187·5	196·9	211	229·8	248·6	1073·8
14. Loans for setting up co-operative spinning mills and small spinning units ...	100	100	100	100	100	500
15. Loans for marketing to Primaries, District and Apex Societies, etc. ...	241·67	362·50	483·33	483·33	604·17	2175·00
16. Housing colonies ...	208·4	312·6	416·0	416·0	522	1875
17. Conversion of factories into industrial co-operatives ...	12·063	18·09	24·12	24·12	30·15	108·543
18. Propaganda, publicity and other activities of the All India Handloom Board ...	50	50	50	50	50	250
19. Miscellaneous schemes	12	16	22	22	28	100
Total ...	1691·435	2305·720	2786·280	2865·710	3350·855	13000·00

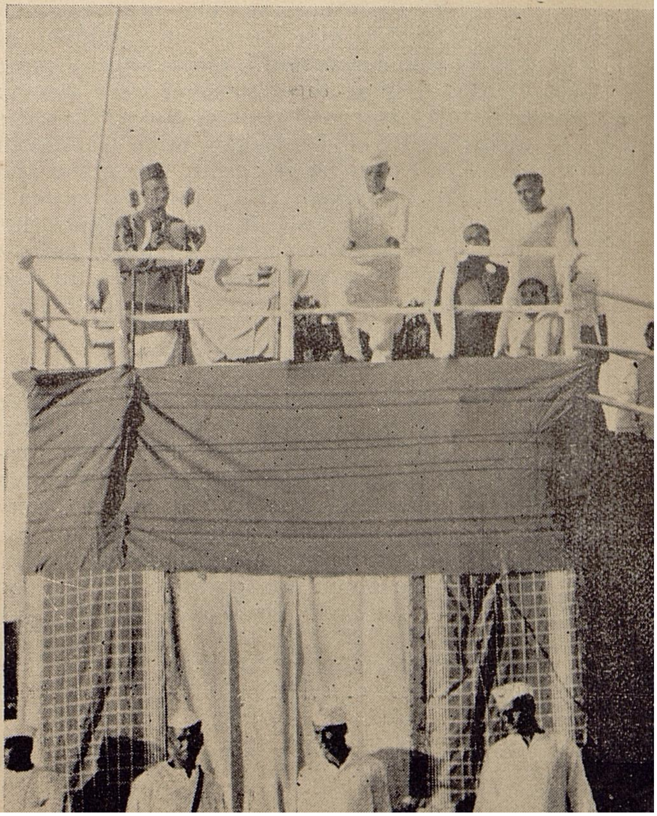
Co-operative Spinning Mills

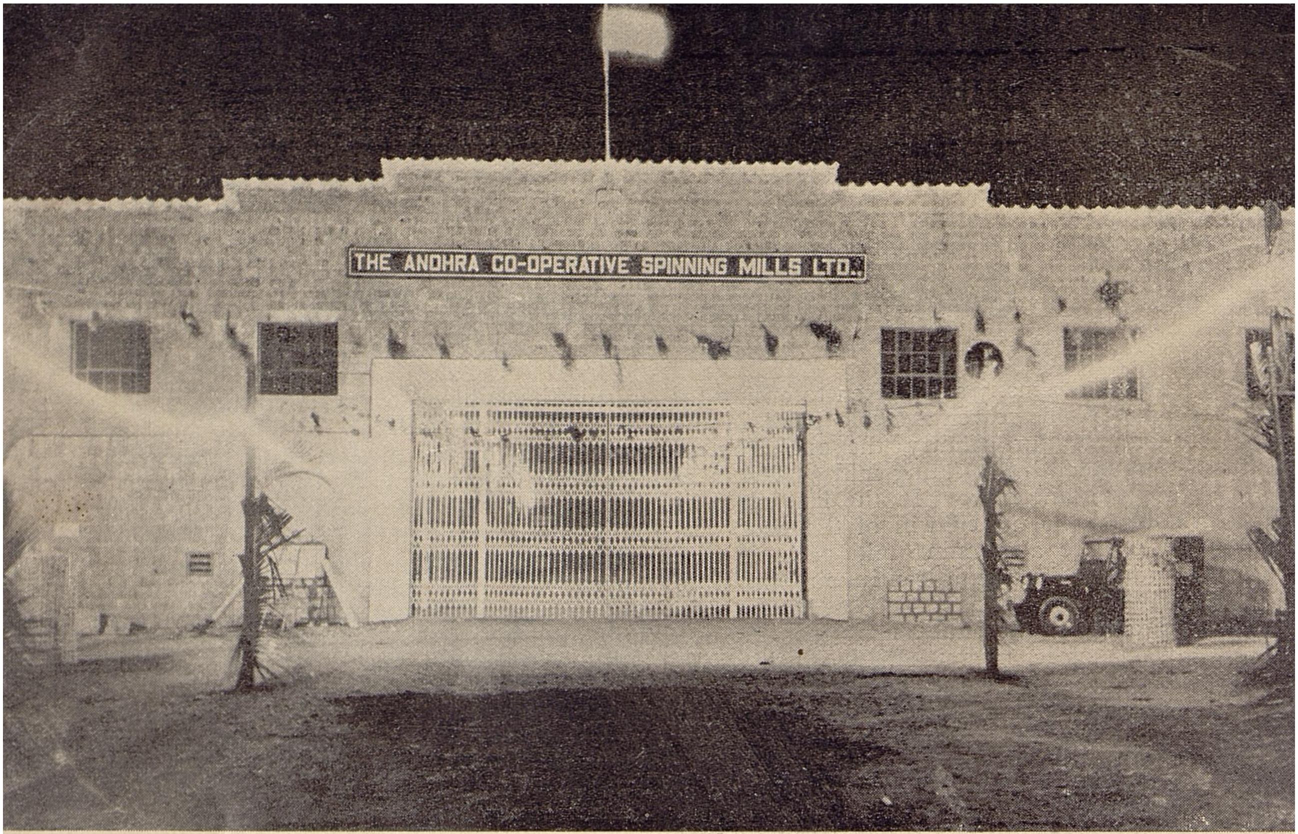
Among the many steps taken to ensure for the handloom weaver a stable place in the economy of our country, the establishment of a co-operative spinning mill in Guntakal is a significant move. In the first place, it symbolises the united will of the poor weavers to have a spinning mill of their own in order to ensure a continuous and sure supply of at least a portion of their yarn requirements. Secondly, it is the first and only one of its kind in India which is the result of co-operative endeavour on the part of weavers. The Guntakal Spinning Mill has thus broken new ground and shown a new path.

The idea of starting a co-operative spinning mill orginated in the late forties. When, during the war and in the years that followed, the handloom industry was faced with a crisis and when yarn supply became very acute, the handloom weavers were faced with severe hardship. The yarn that was rationed was not sufficient and rationing led to all sorts of irregularities and evils. So, yarn became a scarce commodity and weavers were thrown out of employment. At that time it looked as though there was no chance of the weaver, whether he was within the co-operative fold or outside it, getting adequate and continuous supply of yarn. The twin factors of scarcity and soaring prices set the leaders of the Co-operative movement thinking. They wanted to solve the problem of ensuring adequate supply of yarn to at least the weavers within the co-operative fold. They found that the surest method of maintaining an unbroken supply was to enable the handloom weavers to own their own mills. But, finance was the biggest hurdle in their way. How could the poor weaver gather enough money to establish a spinning mill? Fortnuately, the Madras State Handloom Weavers' Co-operative Society which had under its jurisdiction over 1000 weavers' co-operative societies felt that it could take up the matter. The leaders representing all interests decided in 1946 that a spinning mill on co-operative lines should be put up. Accordingly a Sub-Committee was set up by the Madras State Handloom Weavers' Co-operative Society in 1948 and it recommended the starting of a spinning mill. But it was only in 1951 that a detailed scheme was drawn up and submitted for the approval of the State Government. The Government approved the scheme and the mill was registered as a Co-operative society on the 14th March, 1951.

The authorised share capital of the mill is Rs. 45 lacs made up of 45,000 shares of Rs. 100 each. Of this a sum of Rs. 22 lacs was subscribed and paid for by the primary

The Prime Minister who laid the foundation of the Mills addressing the people





The Main Gate of the Mills

weavers' co-operative societies within a short period of three months. The primary societies were able to subscribe this amount of money and that within a record time of three months because these societies were able to build up fairly good reserves during the years of prosperity. The Madras State Handloom Weavers' Co-operative Society subscribed and paid Rs. 15,500,000. When the Andhra State came to be formed, financial adjustments were made by transferring all the shares to the weavers' co-operative societies in the Andhra State.

BASIC PRINCIPLE

The entire organisation of the mill rests on the principle of co-operaton. The shares of the mill are restricted to handloom weavers' Co-operative societies only. No individual or any other type of Co-operative society is eligible to become a share-holder of the mill. Most of the primary societies in Andhra—there are about 600 of them with 11,000 looms—are share-holders of the mill.

When the requisite money was subscribed, the question of selecting the site was taken on hand. Those entrusted with the task of setting up the mill chose Guntakal for locating the mill. This was done after taking into consideration many factors. Guntakal is an important cotton producing area. It commands rail and road transport facilities. Power, water and labour are all available in plenty. And so, sixty acres of land were acquired for constructing the mill. No doubt this is a large area for a small spinning mill, but it was acquired with an eye on future expansion and with a view to provide the workers and others all amenities of life such as roads, school, hospital and park. When the land was acquired, the foundation stone of the mill was laid by Prime Minister Nehru on the 25th December, 1951. The construction of the buildings and the installation of the machinery took a little over two years and on the 8th February, 1954, the mill was formally opened by Sri T. T. Krishnamachari, Minister for Commerce and Industry. The buildings have been designed and constructed to accommodate 25,000 spindles. Actually there are only 11,024 spindles at work today. It is the aim

of the mill management to inrease it by another 9,000 in the immediate fututre.

The monthly requirement of yarn by handloom weavers' Co-operative societies in Andhra is estimated at between 4,000 to 5,000 bales of 400 lbs. each. Of this, nearly 70% is of lower counts, namely, 20s. and below. The output of this mill is 500 bales of yarn of 400 lbs. each a month with two shifts. If one more shift is worked, the production will be about 750 bales. When the mill is equipped with 20,000 spindles, the output per month will increase to 850 bales. It is the aim of the mill management to see that ultimately the looms in the co-operative fold at least are supplied with all the yarn they need by their own mills.

DISTRIBUTION OF YARN

Under the constitution of the mill, the entire output is to be delivered to he Andhra State Handloom Weavers' Co-operative Society—a federation of the primary weavers' Co-operative societies in Andhra State—for distribution to its member societies.

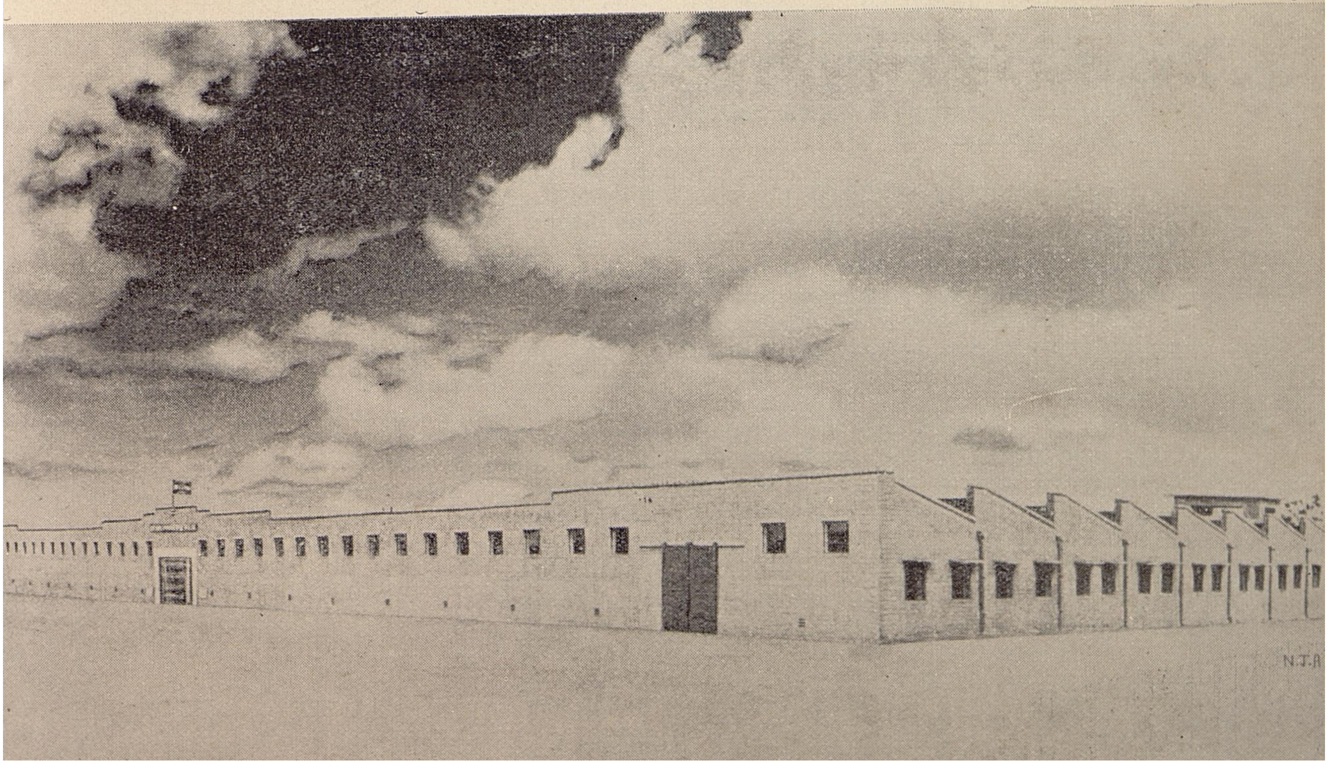
The management has been, from the beginning, trying to make this mill a model one. As it is, the entire mill is air-conditioned on modern lines. Air conditioning not only serves the interests of the workers but also promotes production.

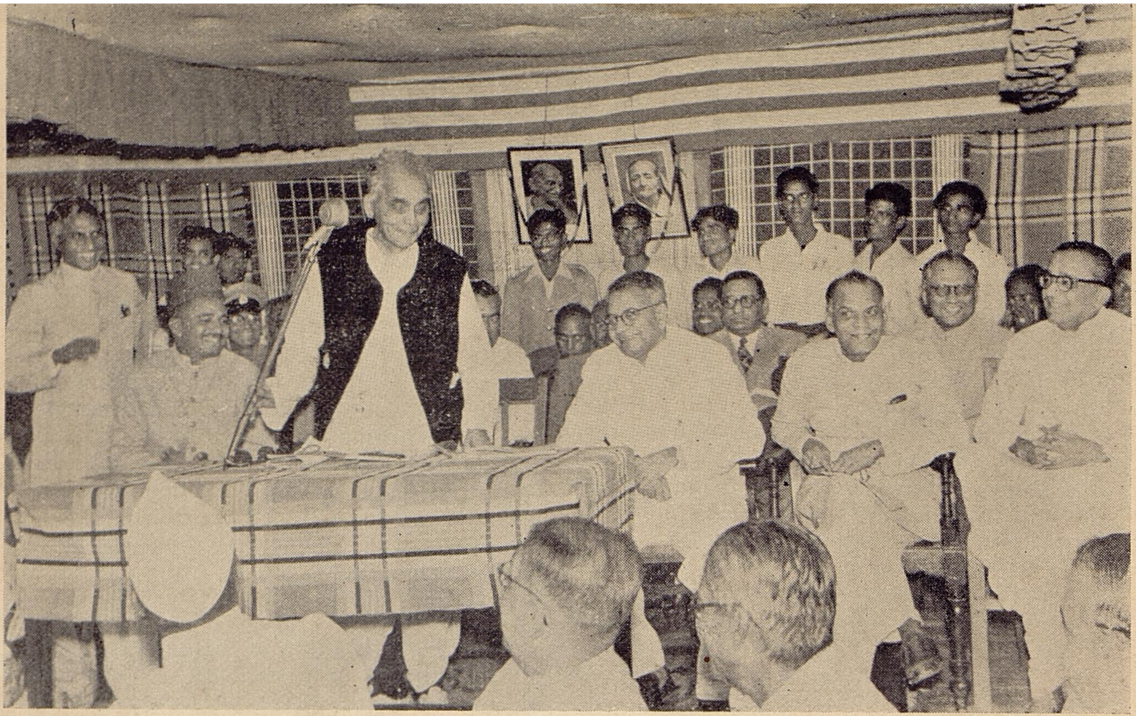
HOUSING SCHEME

Secondly, the Board of Management have drawn up a scheme for the construction of 200 single-storied tenements at an estimated cost of Rs. 5,50,000 under the subsidised Industrial Housing Scheme. The Government of India have sanctioned the usual loan and subsidy. The scheme is expected to be implemented during the period of the Second Five Year Plan.

Thirdly, it is the aim of the management of the mill to keep the cost of production as low as possible. This will be possible only if the mill is run on economic lines. It is considered that, for a spinning mill to be run economically, there should be a minimum of 17,500 to 25,000 spindles and proposals have been submitted to the Government of India for getting additional spindleage. The Government of India have sanctioned the necessary finance.

A View of the Mills





Sri T. T. Krishnamachari, Minister for Commerce and Industry. declaring the Spinning Mills open.

The management of the mill vests in a Board of Directors consisting of nine members, including the Registrar of Co-operative Societies and the Director of Industries and Commerce, Andhra. Four of the Directors are selected from among the Directors of the Andhra State Handloom Weavers' Co-operative Society representing primary weavers' Co-operative societies, one is nominated by Government and one is co-opted. The day-to-day administration is carried on by the General Manager.

EXAMPLE IN SELF-HELP

The mill has been working for over eighteen months now. It has been, in its own humble way, satisfying a portion of the yarn needs of the Andhra handloom weavers. But one spinning mill at Guntakal will certainly not cater to the needs of all the handloom weavers in the Andhra State. More mills of this kind may be necessary, but the handloom weavers, even through their organised bodies, are not capable of finding the necessary finance. Nonetheless, the Guntakal Spinning Mill has shown the path, and, as an example to the rest of the country, it will merit notice.

Even visitors from abroad have found in this mill an example worthy of emulation. The members of the International Team of Experts on rural and cottage industries sponsored by the Ford Foundation visited the mill in February 1954 and were very much impressed with the mill and the machinery lay-out. They expressed that the machinery installed was up-to-date and the erection thorough. As a matter of fact, one of the gentlemen, who is a textile expert, is reported to have remarked that he had not seen a better mill than this for the past ten years.

The Guntakal mills constitute an example in self-help and co-operation. It is, as our Prime Minister is reported to have said, co-operative commonwealth in action. More mills of this kind will go a long way to help the weaver get his yarn supply continuously and cheaply.

HANDLOOM INDUSTRY IN ORISSA

G. N. MITRA

Director of Industries, Orissa

Sri M. R. Kazimi, Vice-Chairman of the Handloom Board at a designing Factory in Cuttack

WHEN the slump in the handloom market in the year 1951-52 disorganised the nomal manufacturing and trade channels of the handloom industry the distress of the weavers engaged in the industry became exceedingly acute. The local financiers who used to get handloom goods manufactured by advancing funds to weavers refused to do so any longer. Within a short time no working capital was available to the ordinary weavers to carry on manufacture. An appreciable number of yarn distribution societies sprang up as mushroom growths during the period of control over yarn. But, the small number of production societies which were existing were in a moribund condition. The position came to be that the weavers had practically no resources for getting financial aid to carry on operations. Apart from a rough estimate, no reliable data was available as to the number of looms a weaver had in his possession, degree of his indebtedness, the percentage of old type of looms to new type, if any, or the various drawbacks he was having in carrying on manufacture on economic lines. The picture was certainly a gloomy one, and a radical approach was felt necessary to raise the morale of the struggling weavers who according to the available reports constitute 2% of the State's population.

SURVEY OF INDUSTRY

As a first measure to relieve the distress of the people a rapid survey of the industry was undertaken and some interesting data on the number of looms owned per family, average number of members in a family, the degree of indebtedness, average earnings, percentage of old type of looms to new type, etc., could be brought to light. It was noticed that absence of a proper workshed costing less than Rs. 100 greatly handicapped the operations of the weavers, particularly during rains when they remained practically idle. As many as 85 looms out of every hundred in Orissa are of the old type and the wages earned have been extremely low. The data was collected district-wise so as to get an idea as to the problems faced in each region.

GOVT. ASSISTANCE

With the constitution of the All-India Handloom Board much-needed assistance became available to a hard-pressed industry. Accepting the general principles laid down by the Board a vigorous attempt was made to revitalise the existing societies and organise new ones. Certain troubles had to be faced in the beginning in settling administrative details and as a consequence some time had to elapse before putting the work in full swing. The State had no apex society to take up organisation on any large scale. Central Banks had to be brought into the set-up as it was felt that even after the Cess Fund loans were repaid, normal banking channels would continue to work.

By the end of 1954-55, 17591 weavers owning 24,798 looms were brought into the

co-operative fold and over 9 lacs of rupees were granted as working capital besides Rs. 57,000 as share capital. The production of cloth by the societies in the year 1954-55 was in the region of 10 million yards valued at over Rs. 8 lacs. Side by side with the stepping up of production, a survey was made of the various patterns in vogue in each locality. Standard patterns were worked out fixing equitable costs at all stages. The staff under the Standardisation Scheme tested the production and quality marked the same. As a result of this, accumulation of new stocks was reduced to the minimum and the production societies were enabled to rotate their meagre working funds more profitably to carry on production.

CONVERSION OF LOOMS

Effort was made to encourage mass conversion of throw-shuttle looms into fly-shuttle looms as without this there was the danger of the co-operatives eating up all the money in wages. Progress in this sphere was slow as the weavers were not in a position to convert their looms in the absence of help from technical staff and any advance of cash was apt to be misused. Our survey included ascertaining the types of dyeing done in various parts of the province and it was found that the bulk of the weavers did not know the art of fast colour dyeing and those who knew it did not produce dyed yarn of good quality or finish. Cottage dyeing units fitted with pressure cookers have been introduced as peripatetic units. Particular attention is being paid to a research scheme for dyeing of art textiles of Orissa to improve their quality and finish, as this item has a demand for export which has not been encouraging on account of defective dyeing and lack of standardisation.

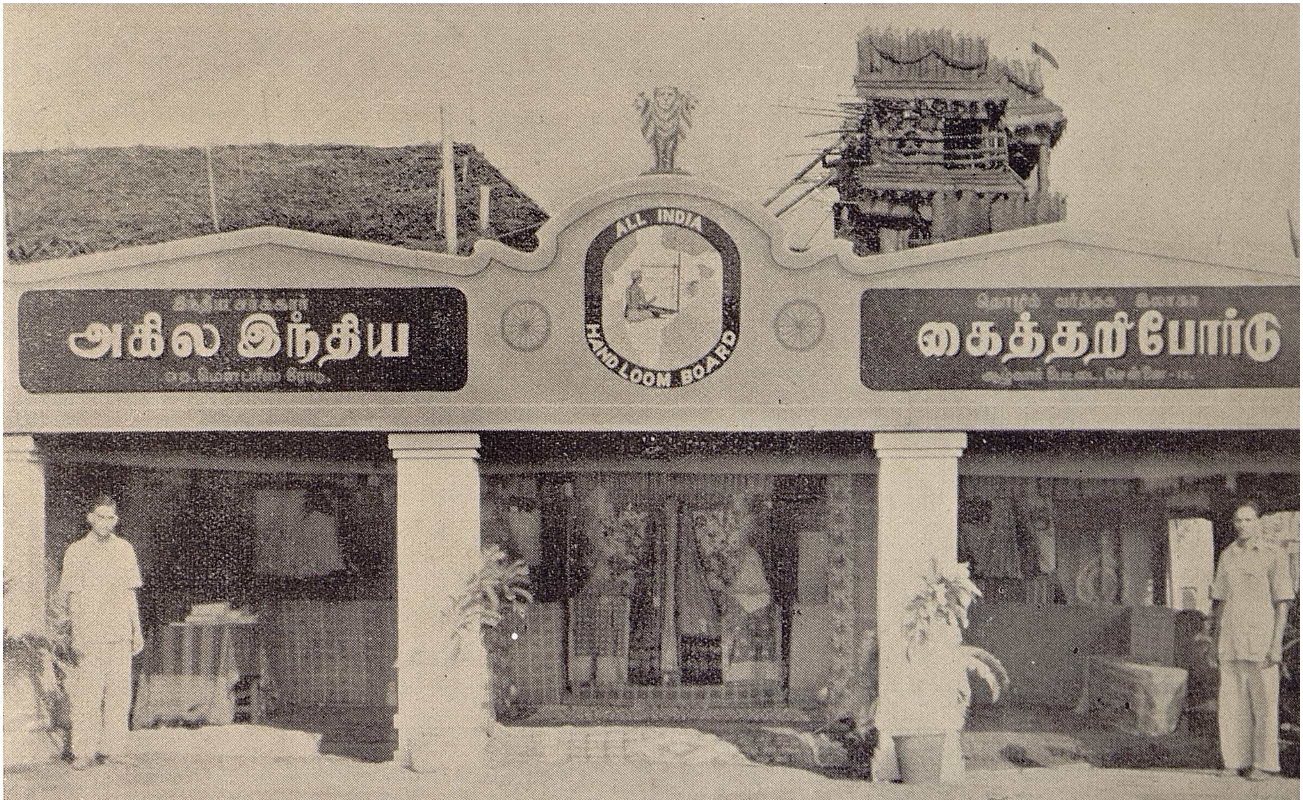
Pattern factories have now started to function in combination with the Central Design Centre and several new designs have been passed to the weavers' co-operatives. All in all, Orissa has been able to spend 91% of her allotment in 1954-55 and a fair beginning has been made in establishing the handloom industry on its feet.

Ceylon

In Ceylon there was a slight increase in sales in July whereas there was a fall in the month of August 1955, due to the restricted steamer service from Madras to Colombo from 16-7-1955 to 16-8-1955.

			Rs.
Sales in	June	...	53,898
,,	July		67,118
,,	August	...	56,766

During the month of August, the market was dull. Hitherto the Industrial Products Department has been supplying 50% of the quota from local Handloom Sarongs and 50% from local Mill Sarongs. Now they have changed the raito and the present allotment is 75% handloom sarongs and 25% Mill Sarongs.



SALEM EXHIBITION

SALEM is the heart of handloom industry in Madras State. The weavers of Salem have, for generations, been producing silk and cotton cloth which enjoy wide reputation for its strngth, fineness and unfading colour. Besides fine weaves in cotton and silk, Salem also produces durable and attractive carpets. Now-a-days, the area produces other varieties like shirtings, coatings, handkerchiefs and bedsheets. Salem has 1,37,413 looms, the largest number in a single district in Madras State. With such a concentration of looms and weavers, the area is one of the most important handloom production centres in the South. Also, the handloom market in Salem is the biggest in the State.

Handloom industry thus occupies an important place in the economy of Salem District. One of the earliest attempts to organise the weavers under a co-operative society was made in Salem. The Salem Handloom Weavers' Co-operative Society which celebrated its golden jubilee recently is one of the oldest societies in South India. There are, at present, 24,614 looms under the co-operative fold in the Salem District.

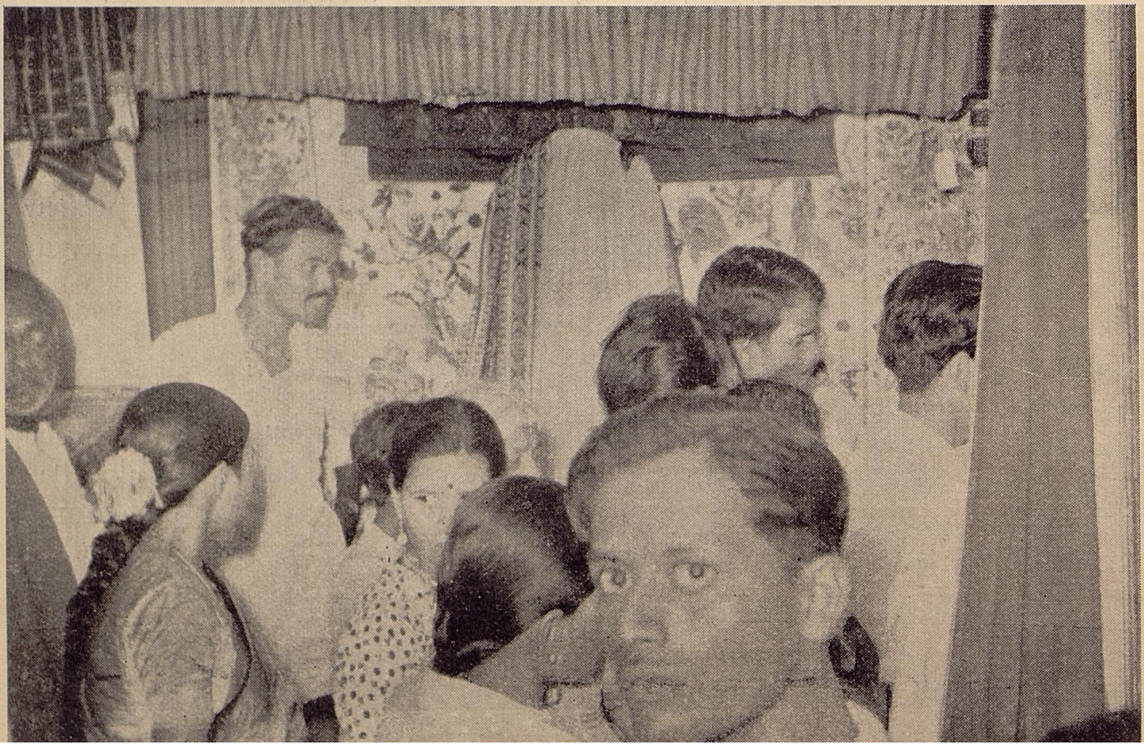
In this centre of handloom production and sale, an exhibition is held every year during the annual festival of a local deity. The exhibition lasts a month and this year's exhibition was declared open by Sri K. Kama-

raj, Chief Minister of Madras on August 7th. The All-India Handloom Board participated in this exhibition. So did weavers' co-operatives, manufacturers and merchants.

The stall of the All-India Handloom Board which was artistically decorated commanded a good view and the 208 samples of colourful handloom fabrics from all over India displayed in the stall attacted very wide attention. Nearly 50,000 people visited the stall and of this quite a large number were weavers. The stall became a centre of education to the weavers who came into it. They showed keen interest in the several samples exhibited. There were many enquiries about the Osisssa tie and dye sarees, Manipur Moirangfee sarees and Hyderabad choli pieces. Many of them asked for the manufacturing particulars of these varieties. Some said that they would try to manufacture them in their looms.

The exhibition was a success in many ways. All the handloom cloth manufacturers and dealers who participated in the exhibition had a very good turnover. The weavers who visited the All-Inida Handloom Board stall said that exhibition of the speciality fabrics produced in different parts of India enabled them not only to learn the different weaving techniques adopted by weavers in other parts of the country but also helped them think on lines of producing new varieties and new designs that would command a wider market.

The stall of the All India Handloom Board at the Exhibition held in Salem in Augnst 1955, attracted innumerable visitors. The picture shows some of them



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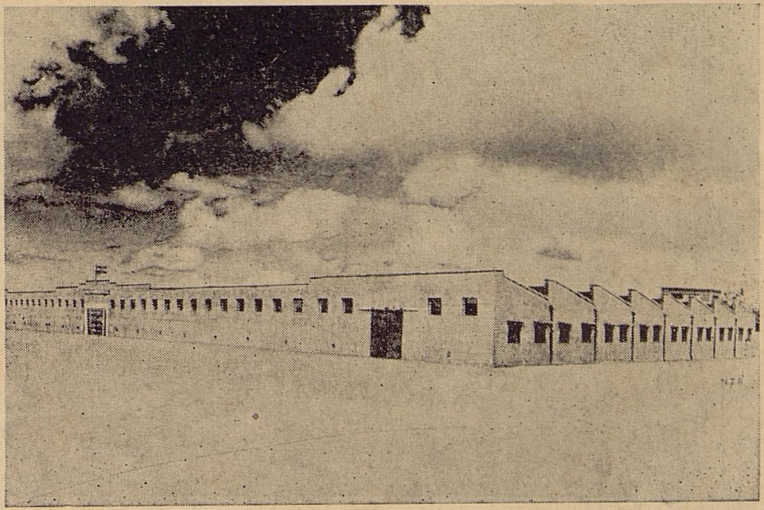

The first Co-operative Spinning Mill in India. Owned and controlled by the Handloom Weavers. The Prime Minister of India laid the Foundation Stone on the 26th December, 1951 and the Mill was inaugurated by the Minister of Commerce and Industry, Govt. of India on the 8th Feb. 1954. It is now in full production and the yarn has been commended for its strength and quality. Upto now yarn worth half a crore has been produced and distributed to the Handloom Weavers' Co-operative Societies in the Andhra, Madras and Hyderabad States.

* * *